

LIFE



DEAR MRS. LINDBERGH:

IN 'GIFT FROM THE SEA' WOMEN
FIND OWN ISLES OF TRANQUILLITY

CONTINUING THE TRUMAN MEMOIRS
**FROM MISSOURI FARM
TO NATIONAL FAME**

ROCK HUDSON
HOLLYWOOD'S MOST
HANDSOME BACHELOR

20 CENTS

OCTOBER 3, 1955

BREAKING ACROSS THE BOUNDARIES OF BOTH MODERN AND TRADITIONAL . . .

Twilight

THE BRILLIANT NEW PATTERN IN Community

For you whose fine taste is instinctive . . . here is silverware as you hoped it would be! You've a new sensation in store when you lift the graceful, symmetrical pieces . . . see the rich simplicity of the design . . . admire the superbly modeled handles, the gently soaring tips. Truly, "Twilight" sets a new standard in design . . . with beauty and quality unsurpassed in any other silverplate. And what lifelong enjoyment it can bring to your table! Services for 8 start at only \$64.75 . . . budget terms if you wish. See "Twilight"* and five other distinctive Community* patterns at jewelers and silverware departments . . . now! Proudly made and guaranteed by Oneida Ltd. Silversmiths.

TODAY'S LOOK IN FINE SILVERWARE



SOUTH SEAS*

WHITE ORCHID*

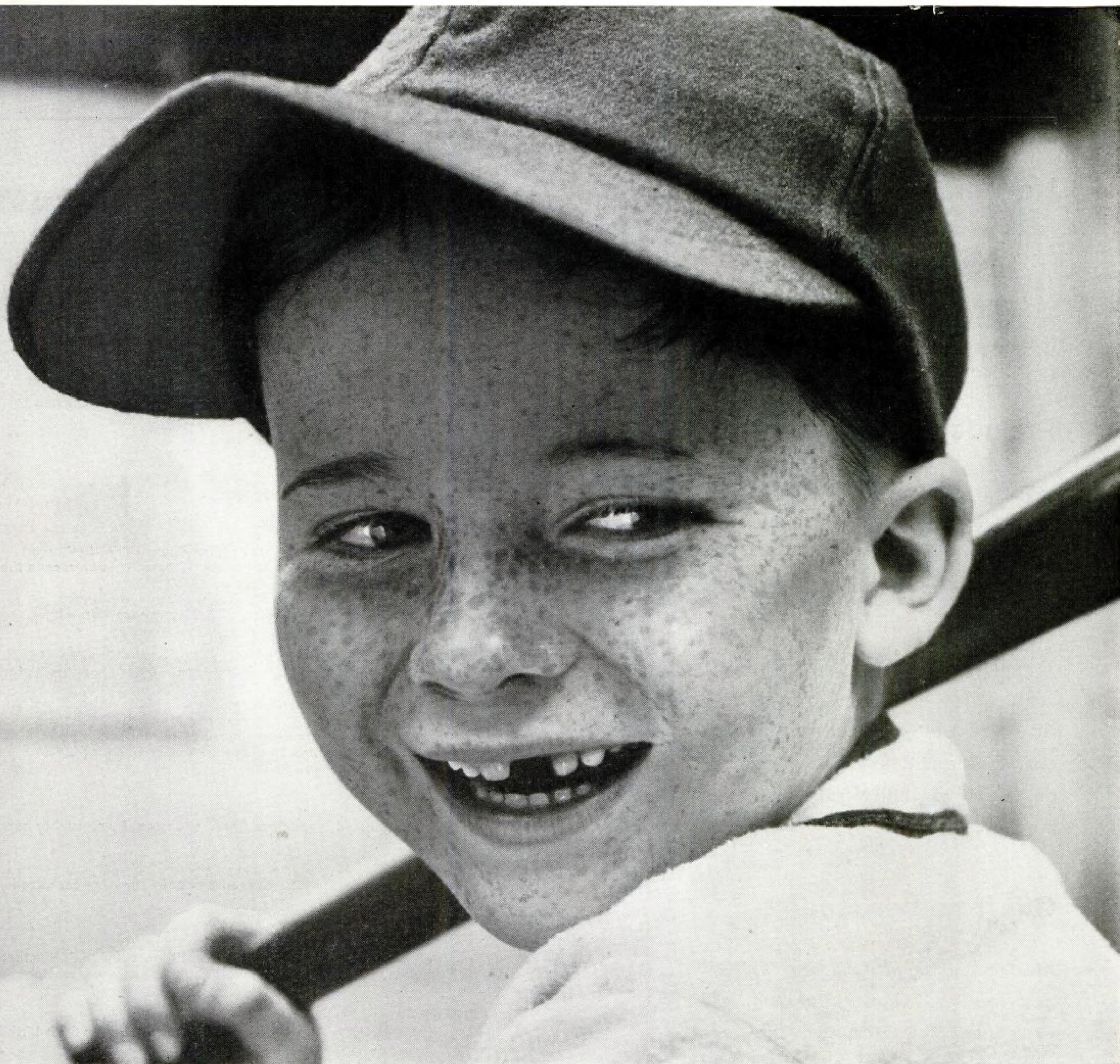
MORNING STAR*

EVENING STAR*

TWILIGHT*

CORONATION*

*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y.
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THIS SPACE RESERVED for a tooth that must last for 63 years

Protect your child's teeth with the tooth paste that destroys decay bacteria best*

When that new tooth and its mates arrive, they face a lifetime of dangers.

And here's a shocker: the average child loses one or more of his second teeth—his *permanent* teeth—while still in his teens.

*Fortunately, new Ipana with WD-9 is made especially to help you keep your children's teeth sound and healthy. It destroys tooth-decay bacteria measurably better than any other leading tooth paste... *including fluoride tooth paste.*

Teeth get remarkable protection with new

Ipana because of the decay-fighting ingredient called WD-9. In Ipana's special formula, it works even in spaces too tiny for the tooth brush to reach.

Why not start today to help keep your family's teeth sound and healthy—with the dentifrice that destroys decay bacteria better than any other leading tooth paste? New-formula Ipana with WD-9.

P. S. Because regular brushing is best, you'll be glad Ipana now has a fresh, new, minty flavor that coaxes kids and grown-ups to brush.



Ipana A/C Tooth Paste (Ammoniated Chlorophyll) also contains bacteria destroyer WD-9 (Sodium Lauryl Sulfate)



PRODUCTS OF BRISTOL-MYERS

New-Formula IPANA® with WD-9
*destroys decay bacteria better
than any other leading tooth paste*

New era in Argentina

As the Perón regime is overthrown, LIFE presents a first comprehensive pictorial account of the rebellion from its start to triumphal conclusion.

25



PROVISIONAL PRESIDENT

Prelude to a presidency

In Part II of his memoirs Harry Truman describes nostalgically the long road from farm to Senate. A color essay shows his Missouri background.

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NEW COUNTRY CUSTOM

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Artist Franklin McMahon sketches the characters and dramatic scenes at acquittal of two white Mississippians for murder of a Negro boy.

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Rock Hudson gets rich alone

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BACHELOR HUDSON

English TV goes commercial

135

With many misgivings and singing advertisements, British television goes commercial on a brand-new channel competing with the BBC.



COMMERCIAL HAT

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Handsome, busy bachelor Rock Hudson, a veteran of 32 movies at age 29, waits between takes in front of a Hollywood backdrop (see pp. 128-132)

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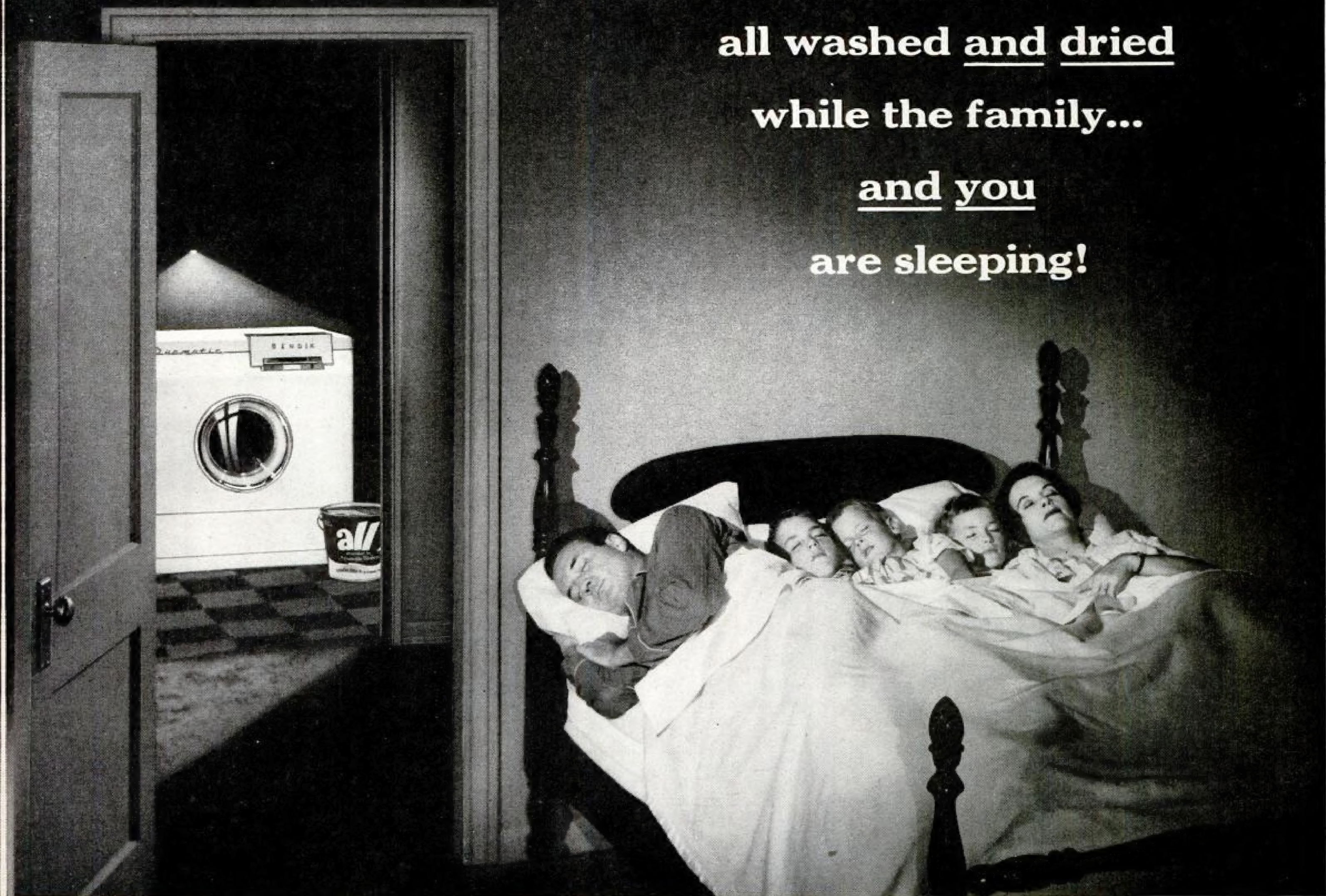
Your "Family Wash"...

all washed and dried

while the family...

and you

are sleeping!



With the DUOMATIC you'll awaken one morning to find washday over . . . *in a night!*

Thousands upon thousands of women are spending what used to be washday doing things they never had time for before. And all because of one machine . . . the Bendix Duomatic Washer-Dryer All-in-One.

Yes, it does both your washing and the drying, automatically, in one continuous operation.

With the Duomatic to take over, you're off to the supermarket, in the park with the kids . . . or even fast asleep. There's no reason, ever, to hover over this machine. No switching clothes from washer to dryer, no waiting, no running upstairs and down.

Washing double-clean . . . drying soft and fluffy are Duomatic specialties

Bendix Tumble-Action plunges clothes deep into suds . . . fifty times a minute. Never wads your wash.

Then, after three separate rinses, the Duomatic

automatically turns into an automatic dryer. Fluffs and tumbles your clothes completely dry. Softly, safely. So safely, in fact, that the Duomatic is recommended for Orlon, Nylon, Dacron . . . fabrics you'd hesitate to trust to many ordinary dryers.

Home-proven in 27 million wash (and dry) days

New as it is, the Bendix Duomatic has been in use for three years in homes all over the country. It has been put to every test . . . especially by women with whopping big families. The Duomatic is the one combination that has been proved *in use*.

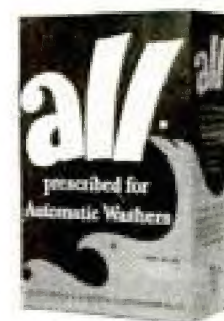
See the new 1956 Bendix Duomatic at your dealer's now. More convenient, handsomer than ever . . . available in both gas and electric models. Only Bendix gives you this choice.

And you can use your Duomatic anywhere

Yes . . . the kitchen, the utility room . . . even the bathroom. Although the Duomatic fits into just 36 inches of wall space, it is completely cushioned against vibration. Something only Bendix does.

Thrifty Bendix tumble-action uses less water . . . so, of course, it uses less detergent, too!

Bendix prescribes *all*, the modern "controlled suds" detergent, for best washing results. *all* never chokes up your washer with suds that slow down washing action. That's why a free box of *all* is packed in every new Bendix.



CROSEY & BENDIX*

*These two great names are joined. Now the creative engineering that Crosley brings to America's aircraft and electronic development is yours in every Crosley & Bendix home appliance. There could be no higher standard of quality.

BENDIX HOME APPLIANCE DIVISION of AVCO Manufacturing Corporation, Cincinnati 25, Ohio

In Canada, Crosley and Bendix Home Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario

BENDIX DUOMATIC

WASHER-DRYER all-in-one

#952 (medium length), #953 (long length). Strong leno elastic sides, down-stretching satin elastic back. White. \$16.50. The bra—#2076 at \$2.25.



What's missing here? Pokey old bones. Gone at last!

WARNER'S EXCLUSIVE NEW "STA-FLAT"

Like all great ideas, this one's slightly miraculous . . . yet so simple. A matter of replacing the long front bones that dug into your midriff with the new STA-FLAT† front — light circular springlets, pocketed in the girdle's front panel. These swirled circles are flexible as you are; they actually give *more* support than boning—but with unbelievable lightness, with extra strength where you need it most (midriff, waist, tummy).

We've eliminated the old bone of contention

with this sprightly, circular stroke of genius. It gives not just pinpoint support (like a pokey, pushy bone) but firms a greater area with lively comfort . . . responds to the *round* movements of your body. (The circle's a *natural* shape.)

Bend, breathe, sit . . . STA-FLAT moves through the day with you, with resilient grace. Keeps its shape for seasons, too — because *this* Spring Is Here To Stay. You'll live comfortably ever after with our engaging (un-caging!) ring joined here

to Warner's famous Sta-Up-Top*: double insurance for smooth beauty. Warner's has brought women out of the dim, primitive Bone Age into the light free whirl of today. *Try* the feeling! At the nicest stores, here and in Canada.

WARNER'S*

†TRADE MARK *REG. U. S. PAT. OFF.

Bras • Girdles • Corselettes

Treasures of the heart Where is the storehouse strong enough to store the treasures of the heart—the soaring joy of a love-enchanted world—the first intent awareness when soul calls to soul? Her engagement diamond is a drop of magic flame fashioned through eons to preserve such scenes and memories in its shining lights. Safe from all harm, clear to her eyes, there she will see them always.

Remember, color, cutting and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler is your best adviser. Extended payments can usually be arranged.



Love Scene—painted for the De Beers Collection by Pierre Ino

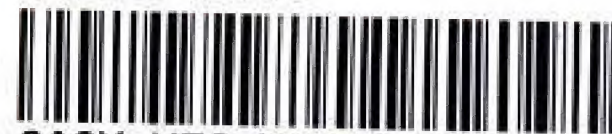
¼ carat (25 points) \$80 to \$225
 ½ carat (50 points) \$200 to \$455
 1 carat (100 points) \$545 to \$1150
 2 carats (200 points) \$1275 to \$3200



a diamond is forever

De Beers Consolidated Mines, Ltd.

This One



QA3Y-YFQ-YQYX

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WHY ANCIENT AGE CAN SAY:

**"if you can find a
better bourbon
...buy it!"**

All we distill is Kentucky straight bourbon whiskey.

We know that bourbon of the finest quality requires choice grains. That's all we use. We know it calls for the greatest skill in distilling. The men who guide the making of Ancient Age are the most experienced in the industry. And it takes lots of time. That's why we wait six full years for careful aging to bring the quality ingredients to peak maturity.

And to safeguard the uniform quality of Ancient Age, **we distill it at one place only**... at the Ancient Age distillery in Frankfort, Kentucky, right

in the heart of the bourbon country. Nothing has been spared to make Ancient Age the greatest bourbon of them all. We invite you to try it tonight. After one taste, you'll understand why we can make the challenge: "if you can find a better bourbon... buy it!"

**Ancient
Age**



KENTUCKY STRAIGHT BOURBON WHISKEY • 6 YEARS OLD 86 Proof • ©1955 Ancient Age Dist. Co., Frankfort, Ky.

A DEMONSTRATION — of a new idea to help you understand music better and enjoy it more...

MUSIC-APPRECIATION RECORDS



Will you accept **WITHOUT CHARGE**

Tchaikovsky's

FIFTH SYMPHONY

MAX RUDOLF, conducting

THE STADIUM CONCERTS SYMPHONY ORCHESTRA

ON TWO RECORDS (a 12 in. and a 10 in. disc)



ON ONE SIDE there is a full performance of a great musical work. The records feature orchestras and soloists of recognized distinction in this country and abroad. You listen to this performance first, or afterward, as you desire, and then . . .



ON THE OTHER SIDE is an illuminating analysis of the music, with the themes and other main features of the work played separately with running explanatory comment, so that you can learn *what to listen for* in order to appreciate the work fully.

NOTE: Because of the length of the work, the Tchaikovsky recording is on two records—a 12" disc with the uninterrupted performance only, and a 10" disc presenting the analysis separately.

SPONSORED BY THE BOOK-OF-THE-MONTH CLUB, this new idea is designed for those who enjoy good music but who are aware, too often, that they do not listen to it with complete understanding and appreciation. There is no doubt about the reason: most of us are not properly primed about *what to listen for*. MUSIC-APPRECIATION RECORDS meet this need—for a fuller understanding of music—better than any means ever devised. This enjoyable form of self-education is comparable to the Music Appreciation courses given in many universities, in which these records are already being widely used.

YOU SUBSCRIBE BUT TAKE ONLY THE RECORDS YOU WANT . . . A new MUSIC-APPRECIATION RECORD is issued — for subscribers only — every month. Ultimately, all the great masterpieces of music will be included. You receive a descriptive Announcement about each record, written by the noted composer and music commentator, Deems Taylor. After reading this Announcement you may take the record or not, as you decide at the time. *You are not obligated to take any specified number of records.* And you may stop the subscription at any time you please!

* * * *

TYPICAL COMMENT



"Music has been my whole life—but not until I heard my first MUSIC-APPRECIATION RECORD did I realize how much I had been missing when I listened to orchestral music. I subscribed originally for my son, but quickly found that my own enjoyment of orchestral music was increased far beyond what I dreamed possible."

—Jarmila Novotna STAR OF THE METROPOLITAN OPERA

"This is the most original and exciting means of self-education in music I have encountered. With these unusual records any musically-inclined person, no matter how untrained, can become an informed and perceptive listener, and increase his enjoyment of music immeasurably."



—Alfred Wallenstein CONDUCTOR OF THE LOS ANGELES SYMPHONY ORCHESTRA

TWO TYPES OF RECORDS . . . All MUSIC-APPRECIATION RECORDS are high-fidelity, long-playing records of the highest quality — 33 $\frac{1}{3}$ R.P.M. on Vinylite. They are usually of two kinds: first, a so-called Standard Record—a *twelve-inch* disc—which presents the performance on one side, the analysis on the other. This is sold at \$3.60, to subscribers only. The other is an Analysis-Only Record—a *ten-inch* disc—priced at \$2.40. The latter is made available each month for any subscriber who may already have a satisfactory long-playing record of the work being presented. When the selection requires two records—as in the case of the Tchaikovsky *Fifth*—the price is \$4.90 for the two. (A small charge is added to the prices above to cover postage and handling.)

TRY A ONE-MONTH SUBSCRIPTION — WITH NO OBLIGATION TO CONTINUE . . . Why not make a simple trial, to see if these records are as pleasurable and as enlightening as you may anticipate? The Tchaikovsky recording will be sent to you at once — *without charge*. You may end the subscription immediately after hearing this recording, or you may cancel any time thereafter. In any case, the gift recording is yours to keep.

PLEASE RETURN ONLY IF YOU HAVE A RECORD PLAYER WHICH CAN PLAY 33 $\frac{1}{3}$ R.P.M. LONG-PLAYING RECORDS

MUSIC-APPRECIATION RECORDS

c/o Book-of-the-Month Club, Inc., 345 Hudson Street, New York 14, N. Y.

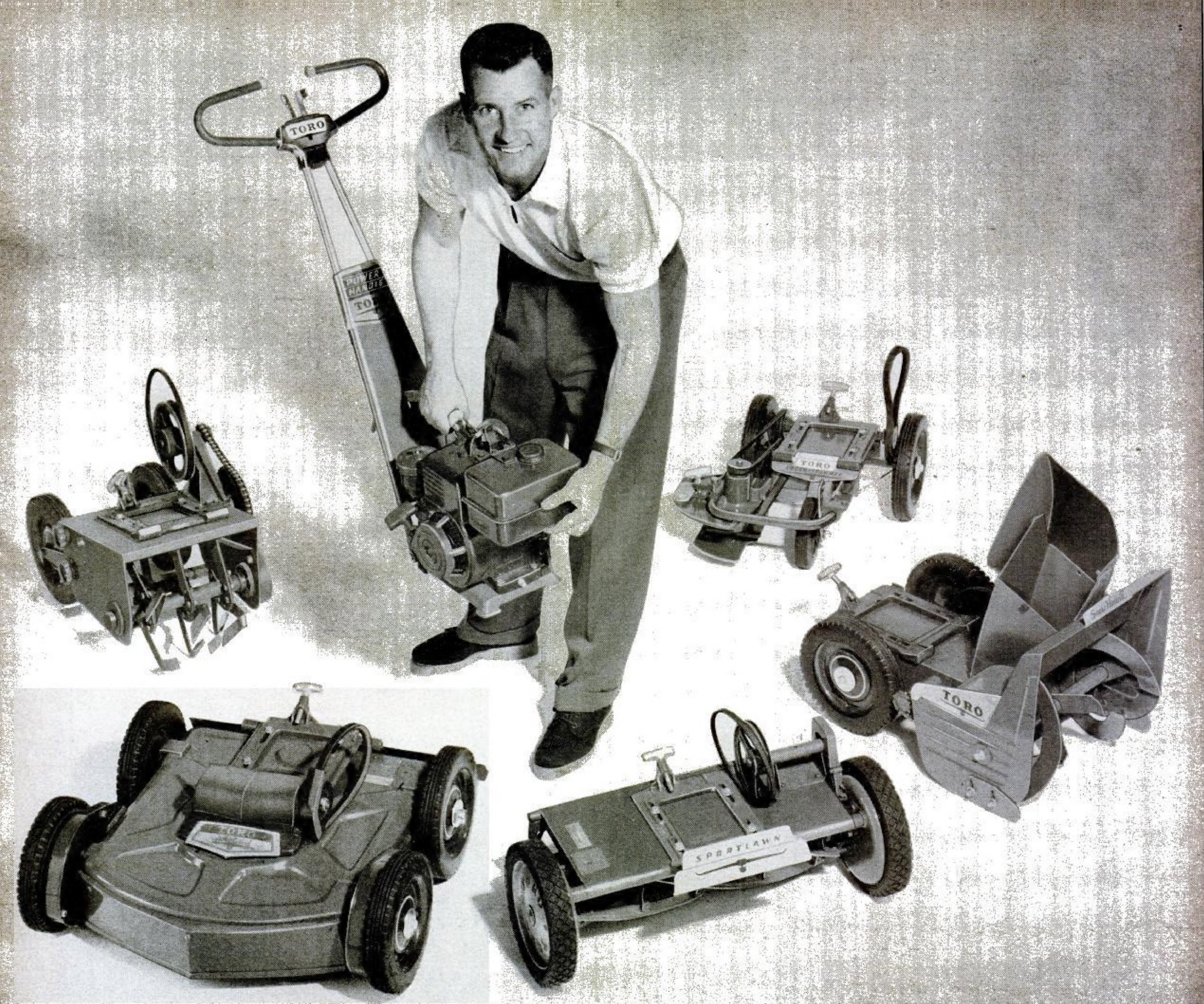
R32-10

Please send me at once the Music-Appreciation recording of Tchaikovsky's *Symphony No. 5 in E minor*, without charge, and enroll me as a Trial Subscriber to MUSIC-APPRECIATION RECORDS, with the privilege of canceling at any time. I understand that, as a subscriber, I am not obligated to buy any specified number of records, but may take only those I want. Also, I may cancel my subscription after hearing the first recording, or any time thereafter at my pleasure, but the gift offer is free in any case.

Mr. }
Mrs. }
Miss } (PLEASE PRINT)

ADDRESS.....

CITY..... Postal Zone No. (if any)..... STATE..... MAR 40



TORO ANNOUNCES THE "POWER HANDLE"

Portable power unit drives a whole family of yard machines

Now, the *same* engine that mows your grass can also clear the snow from your walks—or till your garden, trim and edge your lawn, slash down your weeds, end your leaf raking forever. It's all made possible by the Toro Power Handle.

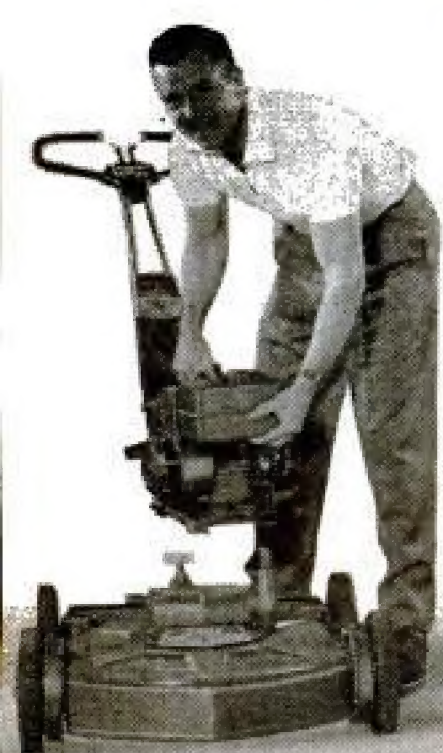
Power Handle is a revolutionary new engine-and-handle unit that switches in seconds from one Toro work unit to another—without the use of a single tool. Nothing to it.

The specially-built companion "work units" are identical to the rugged, fixed-engine Toro yard machines familiar to millions of home

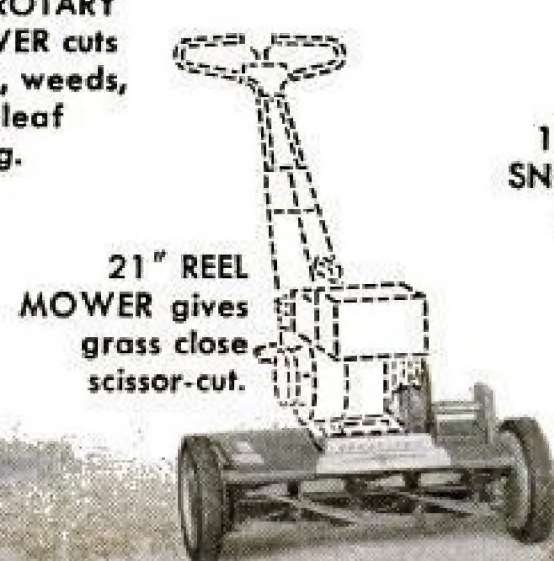
owners—except that they come without engines and handles. Thus, you can hang these work units on the wall for storage, stand the *Power Handle* neatly in a corner. In fact, you can tuck the powerful 2¾ hp *Power Handle* in the trunk of your car (the handle folds in half) for easy transport to other jobs, other places. It's another Toro first that's bound to be imitated!

You can see this home owner's dream-come-true at your Toro dealer's. He's listed under "Lawn Mowers" in the classified section of the phone book.

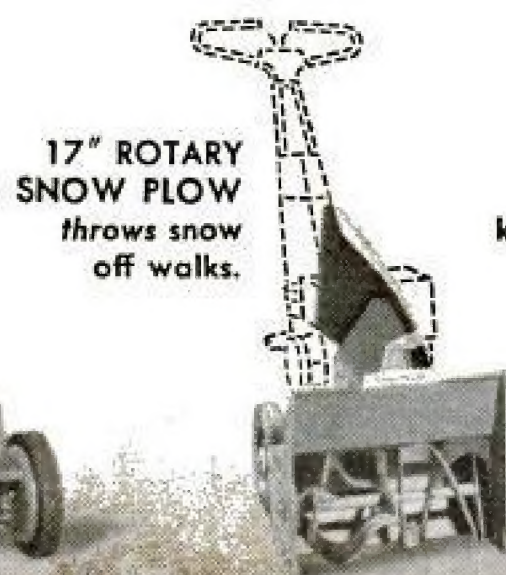
Switches in seconds...no tools needed!



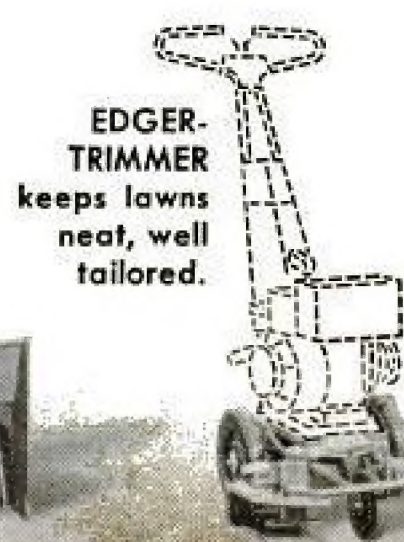
20" ROTARY MOWER cuts grass, weeds, ends leaf raking.



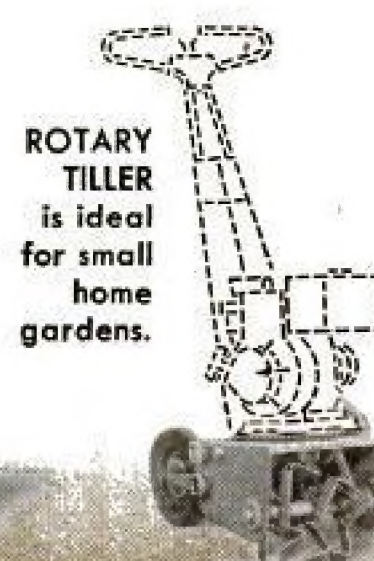
21" REEL MOWER gives grass close scissor-cut.



17" ROTARY SNOW PLOW throws snow off walks.



EDGER-TRIMMER keeps lawns neat, well tailored.



ROTARY TILLER is ideal for small home gardens.

TORO

World's most complete line of power mowers

Toro Manufacturing Corporation
Dept. L-105, Minneapolis 6, Minn.



An important message to everyone who takes aspirin

for the relief of headaches, discomfort of colds, muscular aches and pains.



BUFFERIN[®] acts twice as fast as aspirin!

Won't upset your stomach

Check these facts with your physician:

Ask your own doctor about Bufferin's ability to relieve pain and its freedom from harmful ingredients.

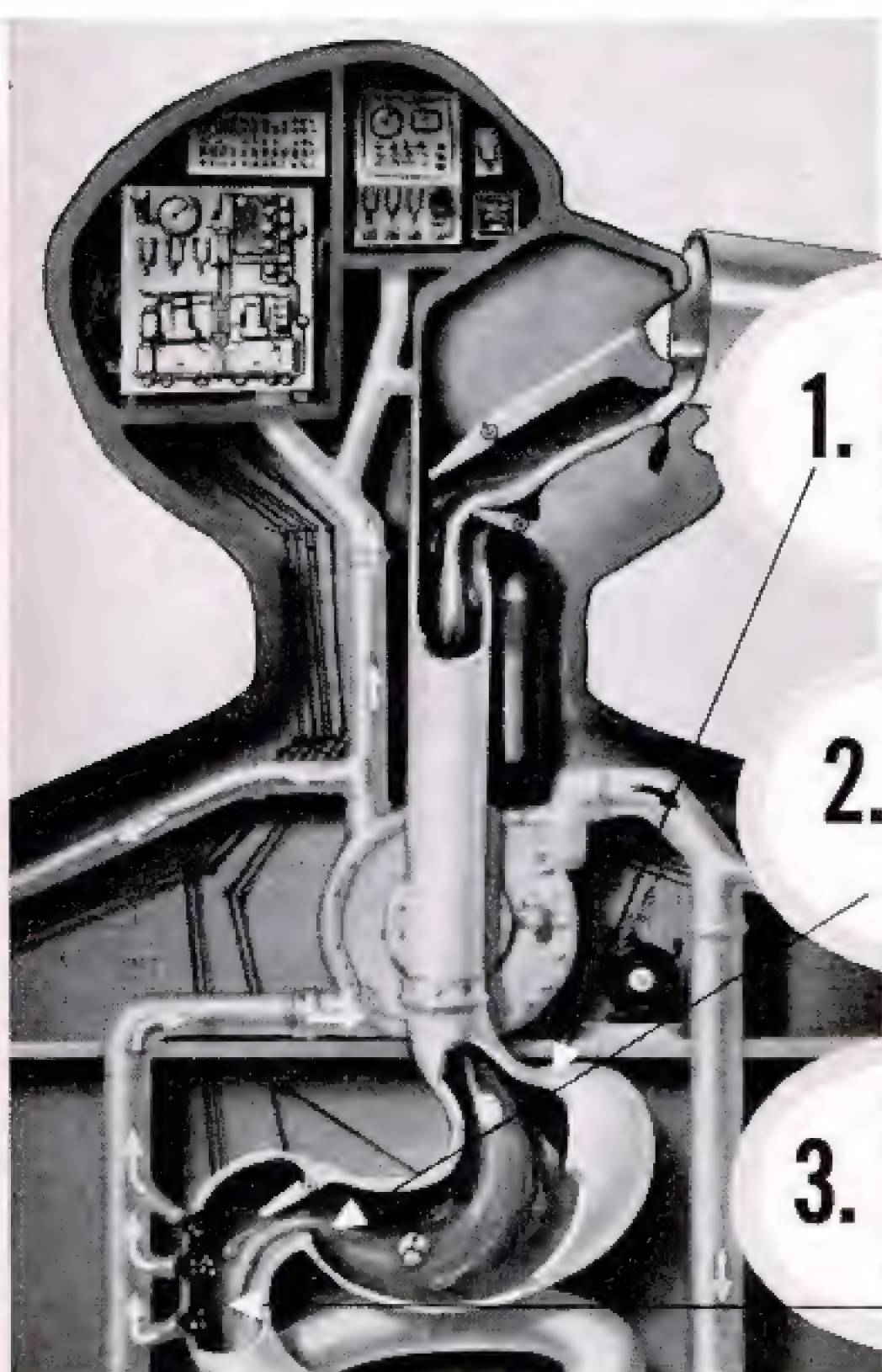
8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed. Bufferin has met the same rigid tests a doctor demands of medicines used in his own practice.

These tests prove the antacid ingredients in Bufferin speed the pain-relieving ingredient into the blood stream twice as fast as aspirin. They also protect you from the upset stomach aspirin often causes.

Note: BUFFERIN was first made available to the medical and dental professions in October, 1948. Since then, EACH YEAR, MORE AND MORE PEOPLE, by the hundreds of thousands, have switched from aspirin to BUFFERIN for faster relief of pain without stomach upset.

Most people take two Bufferin tablets as the usual dose.

P.S. If you suffer pain of arthritis or rheumatism, ask your physician about BUFFERIN.



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

**CATCHING COLD?
TAKE BUFFERIN!**

Acts twice as fast as aspirin
to relieve cold miseries.



Life by Formfit

Playtime...

You want a bra with an unfailing uplift . . . an elastic release to cater to your comfort . . . to keep you alluring in action! Here it is . . . in cool cotton. Life Romance No. 566, \$2.00.

Jaytime...

Party-going fashions call for a bra that lifts, defines and molds with special authority. A beautiful and beauty-giving example . . . this Life Thrill No. 584 in embroidered nylon sheer and nylon taffeta, \$3.50.

Daytime...

To help you achieve today's higher, more feminine bustline . . . this fine broadcloth bra makes use of wafer-thin foam rubber padding to perfect your bustline. Perfect for sweaters, blouses. Life Confidential Bra No. 281, \$3.00. Also in black, \$3.50.



Anytime.....

What's on for today? Typically, your calendar shows a trip to the supermarket, a Cub Scout session, a cocktail party. You're ready to go through these busy days *beautifully* . . . when you start every change with the *right* Life Bra. For the bra that's wonderful with cashmeres won't have the same way with a cocktail dress. And the bra that's a joy with your jerseys can undermine your silks! There are Life Bras for every outfit, every occasion. Buy for *all* your fashion needs today!

formfit
CREATIONS

THE FORMFIT COMPANY • CHICAGO • NEW YORK • TORONTO

PRICES SLIGHTLY
HIGHER IN CANADA



The
filter doesn't
get between
you and
the flavor!

Marlboro

THE NEW FILTER CIGARETTE FROM PHILIP MORRIS



NEW
FLIP-TOP BOX

Firm to keep
cigarettes from
crushing.
No tobacco in
your pocket.

POPULAR
FILTER PRICE

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)



Why do more car owners insure

William L. Leemon, Decatur, Illinois, says:

**You
efficient
...and**

*...and the cost is
rock-bottom low!*



For example, Mr. Leemon now carries Liability (20/40/5), MAX Medical Payments, Comprehensive and 80% Collision coverage on his 1954 Chevrolet 4-door sedan.

At State Farm rates,
he pays each year.....**\$112.46**

At ordinary rates,
he would pay each year.....**\$165.58**

Naturally, insurance rates vary according to the area in which you live. These figures refer to rates and coverages in Decatur, Illinois, as of August 1, 1955, for car owners in Mr. Leemon's insurance rating classification.



**Why is Mr. Leemon so enthusiastic?
Read what else he says:**

"Late one night in a driving rain-storm, my '54 Ford was demolished by a railroad train. My wife, alone in the car and 25 miles from home, was slightly injured. Early next morning, I called my State Farm agent who came to the scene of the accident at once, inspected damages, handled the claim and arranged for me to get another car. By 2:30 P.M. *that afternoon* I was back home with a new car, ready to go to work. My wife was resting with the assurance that medical bills were taken care of..."

"I didn't believe it was possible for you to work that fast. I have just two words to describe State Farm service—THE BEST."

with State Farm Mutual than with any other company in the world?

promise fast, claim service that's what I got!"

► **Why State Farm service is so good:**

State Farm is the leader in the auto insurance field. You'll find State Farm claim service wherever you live—wherever you travel. Each of State Farm's 7,000 agents is pledged to treat any State Farm policyholder as a personal client.

► **Why State Farm insurance costs less than the ordinary kind:**

State Farm Mutual aims to insure careful drivers only—the kind who have few accidents and cost less to insure. State Farm passes savings back in the form of "less-than-industry" rates.

► **Can you qualify?**

If you use good judgment, common sense and courtesy, it should be easy. For complete information, talk to your nearest State Farm agent. Look in the yellow classified pages of your phone book under "State Farm Insurance."

STATE FARM MUTUAL

"the careful driver insurance company"

State Farm Insurance is written only by the
State Farm Mutual Automobile Insurance Company
and its wholly owned affiliates:
State Farm Life Insurance Company
State Farm Fire and Casualty Company

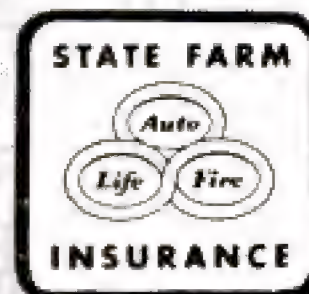
Home Offices: Bloomington, Illinois.
Field claim offices in 400 principal cities,
7,000 agents in 41 states, District of Columbia, and Ontario, Canada.

Insurance (cont'd)

STATE FARM INSURANCE

Famous careful-driver auto insurance at rock-bottom rates. We insure more cars than any other company.

Fast, fair claim service.
7000 agents in U. S. and Canada.
Also life and fire insurance; residence liability.



"FOR INFORMATION CALL
DISTRICT MANAGERS

Insurance

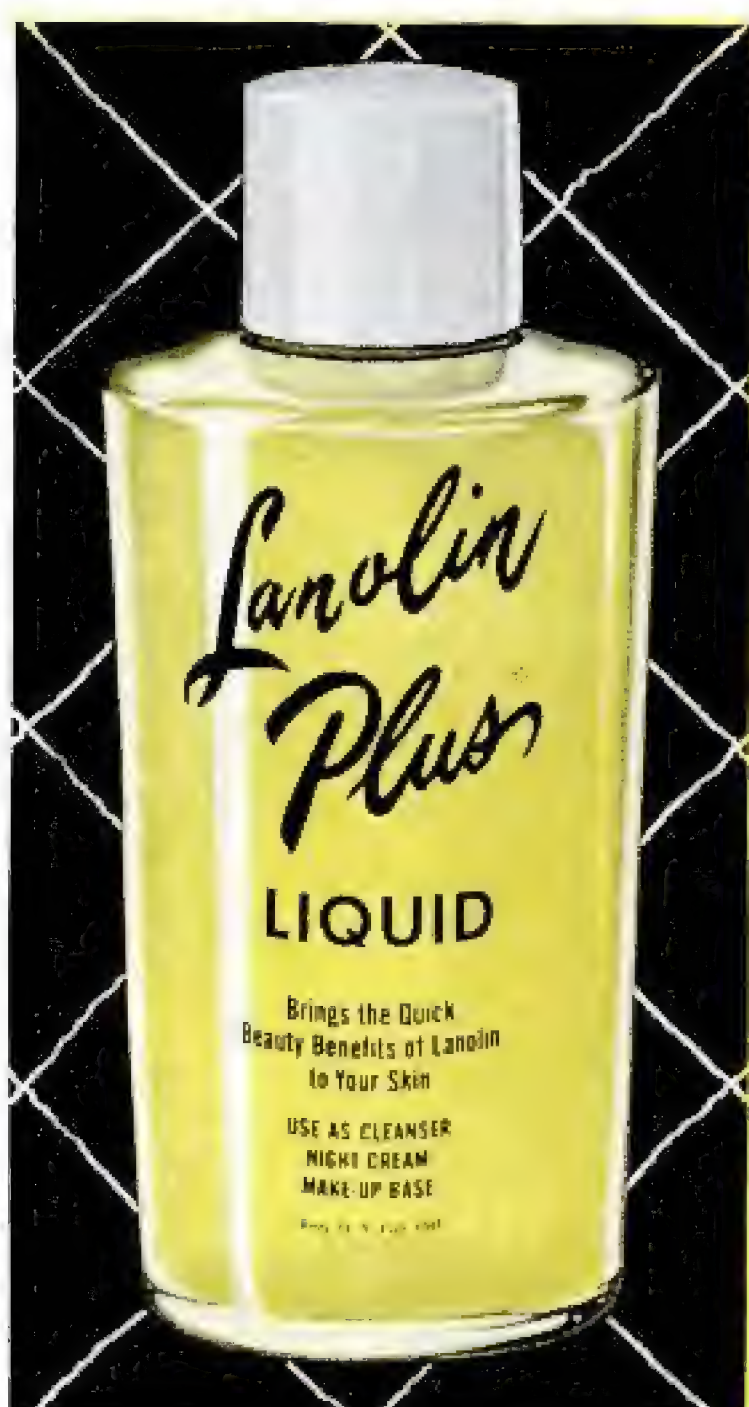
Brown Rick
Brown Rick
Comiskey
Ernst
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Kent
Knudsen
M

If your phone book does not list a State Farm agent, write directly to Dept. E-6, State Farm Mutual, Bloomington, Illinois.

How to Get a Softer, Smoother, Younger- Looking Skin Overnight!



*Patent-Processed LANOLIN PLUS Liquid
Does Wonders for Skin of Any Age*



It is true, and if you haven't tried it, we suggest you do tonight. Apply to your skin a tiny bit of LANOLIN PLUS Liquid before retiring and watch it disappear.

When you awaken tomorrow morning and see and feel your skin, you will believe that an angel had touched your face with a magic wand while you slept. You'll find your skin much softer and oh! so much smoother—a thrill to touch! All skin dryness will be gone and your dry skin worries will be over as long as you continue using LANOLIN PLUS Liquid regularly. It's really amazing!

Your make-up will go on much more perfectly too, giving you a complexion, beautiful beyond words! To make sure you will get the wonderful overnight results described here, get the one and only patent-processed LANOLIN PLUS Liquid. Just \$1 plus tax.

**All LANOLIN PLUS preparations
contain wonder-working
LANOLIN PLUS Liquid**

LETTERS TO THE EDITORS

A LOOK AT THE WORLD'S WEEK

Sirs:

"Skeleton on a High Wire" (A Look at the World's Week, LIFE, Sept. 12) reminded me of my predicament in July 1932 near Indianapolis. I was flying a Rearwin Jr. when water in the gas caused the engine to quit. The plane stalled into high tension wires carrying 33,000 volts (*below*) and servicing the downtown section of Indianapolis.

I was able to jump and escaped with minor burns and a fractured wrist.

LENORE L. McELROY
Captain, WAF

Palm Beach Air Force Base, Fla.



SKELETONIZED AIRPLANE, 1932

FLEDGLING FISHERMAN

Sirs:

David would want to be the first—and the President a close second—in correcting a slight error ("A Famous Grin on a Fledgling Fisherman," LIFE, Sept. 12). David caught an 11-inch trout, not 11-pound trout as indicated. We have no 11-pound trout on the Byer's Peak Ranch.

CARL A. NORGREN

Englewood, Colo.

● Norgren is co-owner of Byer's Peak Ranch and was a host to the President and David.—ED.

GREAT REVIVAL

Sirs:

As usual you are grossly unfair to the South ("Great Revival," LIFE, Sept. 12). The whole blasted mess was caused by the Yankee zeal to reform somebody else, a trait which unfortunately has not diminished.

MRS. J. D. SIBLEY

Houston, Texas

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address _____
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Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3440

Sirs:

How contemptible is the knife you have plunged, with Yankee envy and malice, into Southern sensibilities.

I think that I will raise a fund to erect a new Confederate monument on the courthouse square.

ARCHER FULLINGIM

Kountze, Texas

Sirs:

Re Andersonville: you present only one side of the prison situation. The Confederate armies, even as their prisoners, were on near-starvation rations. Charles A. Dana, Federal Assistant Secretary of War during the conflict, stated in an editorial in the New York Sun: "... The fact is unquestionable, that while the Confederates desired to exchange prisoners ... General Grant steadily and strenuously resisted such an exchange. ...

"There is no evidence that it was practicable for the Confederate authorities to feed our prisoners any better than they were fed, or to give them any better care than they received. The condition of our prisoners was not worse than that of the Confederate soldiers in the field."

A report of the Federal Secretary of War, Mr. Stanton (no friend of the South), of July 18, 1866 showed that only 22,576 Federal prisoners died in Confederate prisons, while 26,436 Confederates died in Federal prisons.

BRUCE D. REYNOLDS JR.

Charlottesville, Va.

Sirs:

You pictured a re-enactment of the blessing given Union troops before battle. Father William Corby, who actually gave the absolution to the Irish Brigade before the Battle of Gettysburg, was later president of the University of Notre Dame. His statue, right hand raised in blessing, stands on the university campus and is known as "Fair Catch Corby" (*below*).

GEORGE CASSIDY

San Jose, Calif.



FAIR CATCH CORBY

WANTED: AN AMERICAN NOVEL

Sirs:

Anyone who has at heart the future of American literature must join with your editorial in deploring the high proportion of sadism, inversion, misdirected anger and downright smut in our fiction ("Wanted: An American Novel," LIFE, Sept. 12).

But I suspect that the reason why our more searching novelists aren't heralding American prosperity with glad-hearted approval is because they realize material prosperity by itself isn't enough to redeem man's soul.

JOHN T. OGILVIE

Martinsville, N.J.

CONTINUED

“Swellest offer to ever come out of a TV set!”



© "FLYING A PRODUCTIONS"

A Buffalo Bill Jr. belt and buckle ...only 25¢ and 3 Milky Way wrappers

Buffalo Bill Jr. returns to TV with a keen belt for all his pals. Leatherlike plastic belt wears like iron and has a shiny silvery buckle with "Bill's" own brand. And it's yours for only a quarter and 3 wrappers from the world's champion candy bar, Milky Way. Better mosey 'long to your candy counter right quick. Slowpokes will sure lose out.

• Fill this in and let 'er rip! •

Buffalo Bill Jr. Belt Offer
Box 6599
Chicago 77, Illinois

Here's ___ quarter(s) and ___ wrappers. (Enclose 25¢ and 3 Milky Way wrappers for each belt you want.)
Rush belt(s) and buckle(s) to:

Name _____

Address _____

City _____ Zone _____ State _____

"Offer void in any area where prohibited, taxed or otherwise regulated."



brown October **ANN PAGE** Bean Bake!

little fuss...lots of flavor!

Just 30 minutes in a hot oven, and the bubbling goodness and tantalizing aroma of this zesty dish will speed the family to the table "on the double"!

Ann Page Beans have that savory extra-good flavor that calls for second helpings.

They are prepared in 3 styles in A&P's own modern Ann Page food kitchens and sold only at A&P, thus eliminating unnecessary in-between expenses. Savings made in this way are shared with you. Enjoy this hearty all-American favorite regularly...and save!



AMONG THE OTHER 33 FINE FOODS in the famous Ann Page family are such favorites as: Preserves, Peanut Butter, Macaroni Products, Prepared Spaghetti, Sparkle Gelatin Desserts and Puddings, Tomato Soup, Ketchup, Spices, Extracts.



Bean Bake

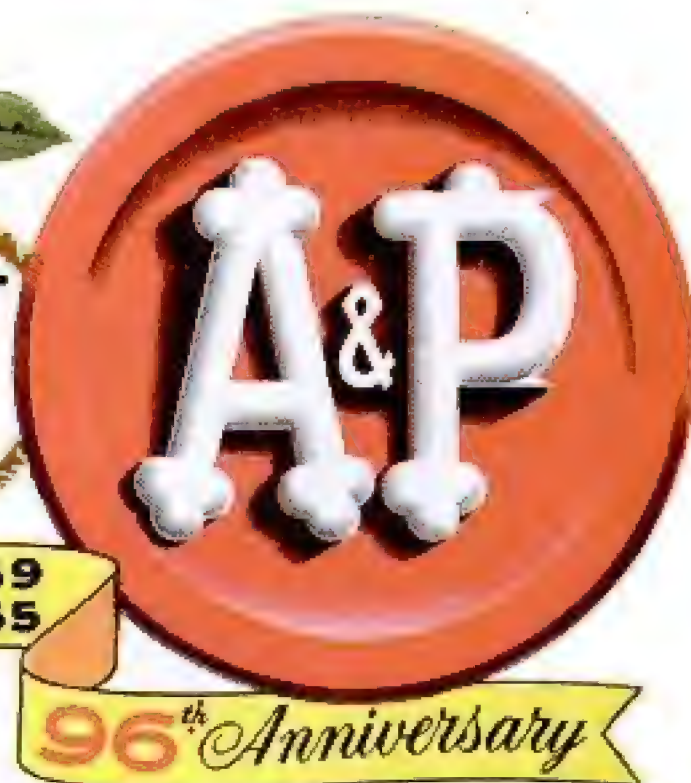
- 2 1-lb. cans Ann Page Beans (Any Style)
- 3 tbsps. salad oil
- 1 medium onion, chopped
- ½ green pepper, chopped
- ¼ tsp. oregano
- 6 frankfurters
- ½ lb. Ched-O-Bit cheese

Saute onions and green peppers in salad oil. Combine with beans and oregano and pour into baking dish. Slice frankfurters diagonally ½" thick; slice cheese ¼" thick and arrange on beans around edge of casserole. Place overlapping frankfurters on top of cheese. Bake in a 350° F. oven for 30 minutes. Makes 6 servings.



proves

*Fine Foods
Needn't Be
Expensive*



LETTERS TO THE EDITORS CONTINUED

Sirs:

The American novel will continue to be written by individual thinking men who need no urging from LIFE.

We may be outraged by what Faulkner finds in the universe, but the finding of it makes us want to be better men, makes us see the necessity for being outraged if we are ever to have our own narrow personal stabilities challenged and uprooted.

JOHN T. ELLIS

Rome, N.Y.

Sirs:

"Wanted: An American Novel" suggests an editorial that might have appeared during Athens' Golden Age.

"Sophocles and Aeschylus, our foremost authors, can't seem to understand that we are no longer living in the Trojan war. Not long ago Sophocles managed to combine in one play, *Oedipus*, the crimes of infanticide, patricide, suicide and maternal incest! All this might have happened a long time ago in some Zeus-forsaken place like Thebes, but not in modern Athens! It is time for Greek writers to show Athenian life as it really is."

PETER FREYD

Providence, R.I.

HOMEcoming OF A LYNCH VICTIM

Sirs:

How can you make a "lynching" out of a murder ("Homecoming of a Lynch Victim," LIFE, Sept. 12)? Two men were involved. Two men do not constitute a mob. No one in Mississippi holds any brief for the killers. They drew almost universal condemnation for their brutal and senseless crime.

TOM KARSELL

Jackson, Miss.

BOY SMITTEN WITH KITTEN

Sirs:

What kind of cruel parents present a helpless baby kitten to a boisterous child ("A Boy Smitten with His Kitten," LIFE, Sept. 12), then sit back to watch and take pictures of the child clutching the kitten "with a strangling hug" and holding it down against the floor in a "strong knuckled-down throttle"?

MRS. AILEEN S. ROBINSON

Seattle, Wash.

MODERN-STYLE MIND READER

Sirs:

In "Modern-Style Mind Reader" (LIFE, Sept. 12), Robert Wernick quotes these lines from my book;

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to: J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

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Theory and Practice of Psychological Testing:

"The instruments at present available still permit too wide a margin of error for widespread or uncritical use."

Actually the quotation appears in the following context: "Testing, as a method in the study of personality, is a justifiable procedure. But the instruments at present available, etc. . . . Tests of personality should be employed only by professional personnel . . . who are capable of insightful psychological analysis of behavior."

FRANK S. FREEMAN

Professor of Psychology
Cornell University
Ithaca, N.Y.

SPEAKING OF PICTURES

Sirs:

As a meteorologist, I would like to offer a more probable explanation of the phenomenon of the double lightning stroke (Speaking of Pictures, LIFE, Sept. 12). It is extremely unlikely that two lightning bolts would follow parallel paths which so minutely resemble each other. Far more likely: the photographer's camera jiggled during the time that the lightning occupied the same path twice in rapid succession.

Slight movement of a camera during the pause between bolts can often result in an illusion of parallel paths.

J. MURRAY MITCHELL JR.

Fishers Island, N.Y.

Sirs:

This one is an unusual thunderbolt over Los Angeles.

ROBERT B. MORGAN

Los Angeles, Calif.



LOS ANGELES LIGHTNING, HEADLIGHTS

SO THEY TOOK THE \$100,000

Sirs:

Shame on you for knocking Nashua's victory ("So They Took the \$100,000," LIFE, Sept. 12). LIFE shouldn't have to make excuses for Swaps when even owner Ellsworth and trainer Tenney didn't.

LESTER C. WALLACK JR.

Jacksonville, N.C.

EVANGELINE'S CHILDREN GATHER

Sirs:

Your report mentions Evangeline's "husband" Gabriel ("Evangeline's Children Gather," LIFE, Sept. 12). According to our copy Evangeline was never wed.

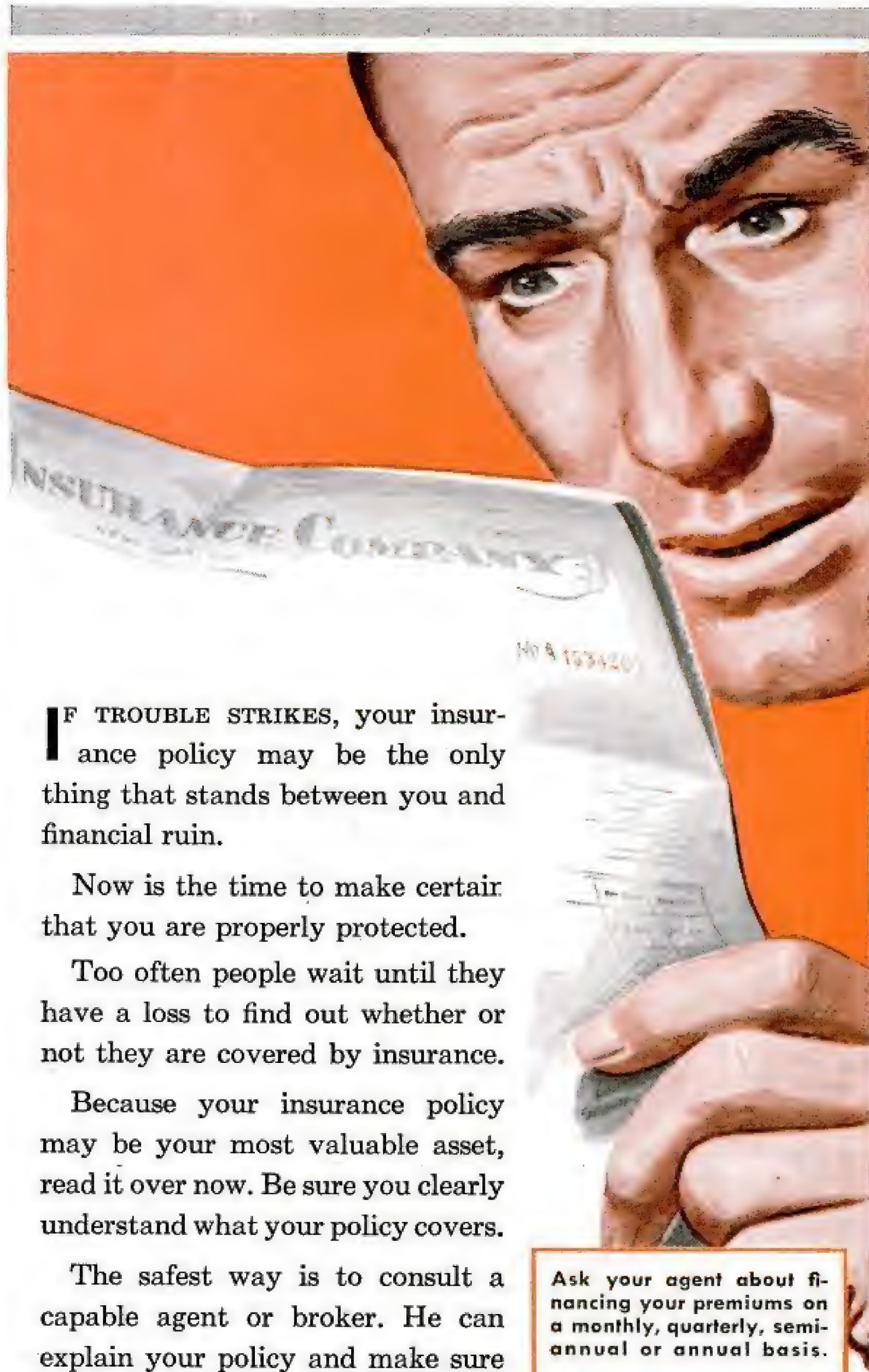
JOHN R. WEIMER

Rockville, Md.

● In Longfellow's poem Gabriel and Evangeline were betrothed but were expelled from Nova Scotia and separated before they could be married.—ED.

Don't wait until you've
had a loss to ask...

"Am I Covered?"



IF TROUBLE STRIKES, your insurance policy may be the only thing that stands between you and financial ruin.

Now is the time to make certain that you are properly protected.

Too often people wait until they have a loss to find out whether or not they are covered by insurance.

Because your insurance policy may be your most valuable asset, read it over now. Be sure you clearly understand what your policy covers.

The safest way is to consult a capable agent or broker. He can explain your policy and make sure you have the protection you need in sound capital stock insurance companies. For the name of a nearby America Fore representative, call Western Union by number and ask Operator 25.

Ask your agent about financing your premiums on a monthly, quarterly, semi-annual or annual basis.

America Fore
INSURANCE GROUP

★ The Continental Insurance Company

★ Niagara Fire Insurance Company

★ The Fidelity and Casualty Company of New York

★ Fidelity-Phenix Fire Insurance Company

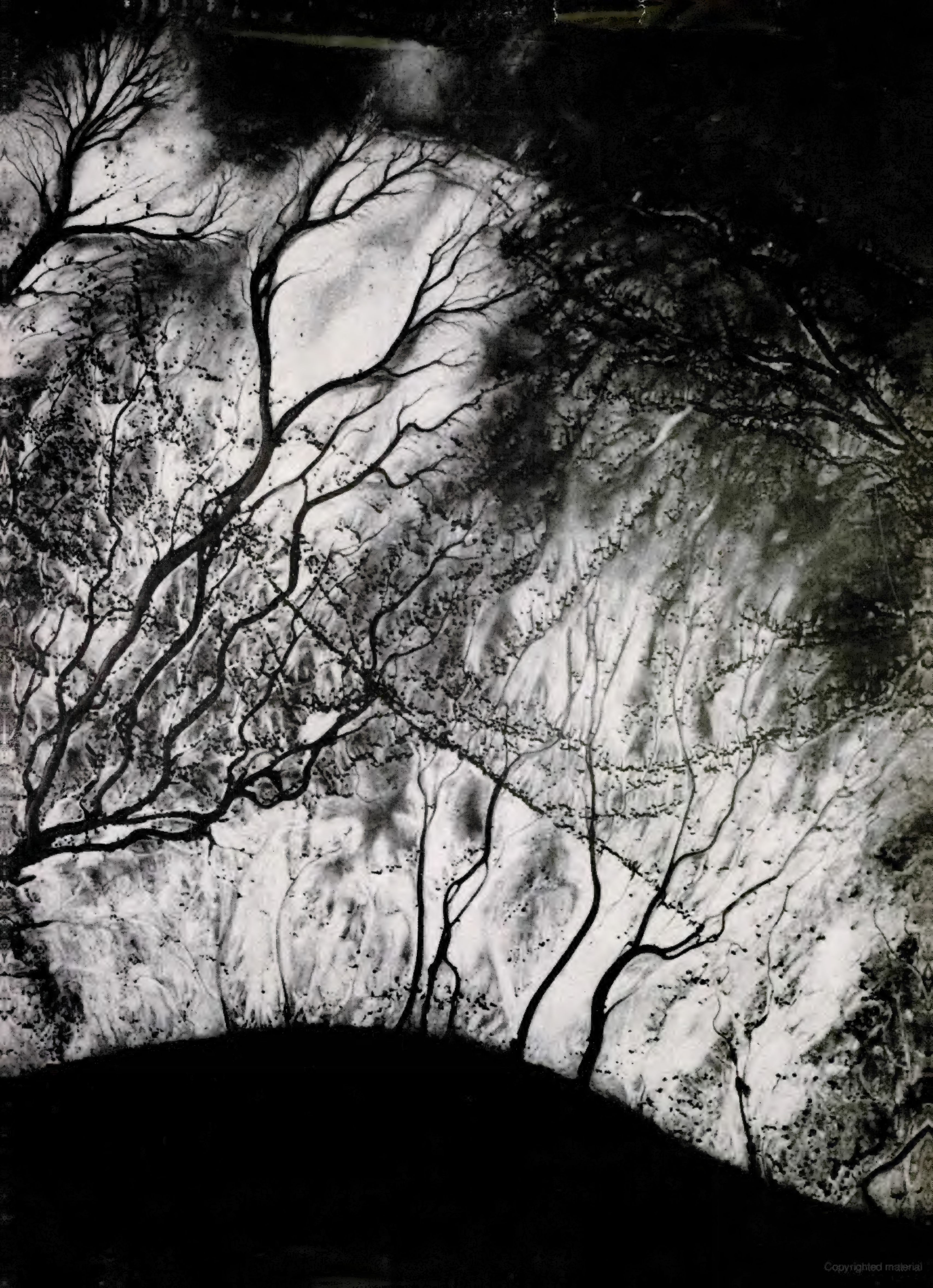
★ American Eagle Fire Insurance Company

Tree afire in Sand and Water

The photographer who made this picture was not looking for a forest fire and in fact did not see one. Fred Binger was making an aerial survey of the Colorado River Delta for the U.S. Government from 13,800 feet up and was surprised when this picture of two square miles of the delta came out like a vividly beautiful image of a burning tree. Actually the writhing trunk and limbs of the tree are channels flowing from the river at bottom out over the delta. Over the years silt deposits have filled one channel after another, causing them to branch off again and again. The light areas between channels are dry sandbars; the dark spots on them are bushes and trees. The semicircular line at the top is a scarp in the sand marking the high-tide line.

Oddly enough the heavy layers of silt laid down by the Colorado—a cubic mile per century—may be causing far more damage than any forest fire. Experts believe that this silt, breaking loose from time to time and sliding off into the Gulf of California, may trigger some of the biggest earthquakes in the West.







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There never was a time when wisdom in the choice of motor oil was as important as today, because your car is more than ever an investment worth protecting. Wise motorists demand Quaker State, the famed Pure Pennsylvania Motor Oil that has set the standard for excellence for more than half a century. Technically superior by every test, Quaker State gives complete, long-lasting lubrication. And its Miracle Film protection is your most economical insurance. Next time, ask for Quaker State!



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NIVADA GRENCHE

CRISP
AS AUTUMN AIR!





Center of fun on the world's most glamorous train

Up where the view begins

—the Pleasure Dome of the Super Chief

It's such a wonderful place to see the Southwest—mile after magnificent mile of it. The glassed-in Pleasure Dome of the *Super Chief*!

Take the couple in the picture (the whole train has them spotted as newlyweds). Right now, he's being persuaded to come up to the dome and take in the Indian Country.

Then cocktails in the Lower Lounge and dinner at 7:30. They have reservations in the Turquoise Room, the

Super's famous private dining room.

But there's more to riding the *Super Chief* than resort-type excitement.

There's the restful and the roomy comfort of the bedrooms and suites, the delicious Fred Harvey meals, and all the luxurious little extras you find only on the *Super Chief*.

On *your* trip West . . . or East . . . between Chicago and Los Angeles, why not take the *Super Chief*? It's extra fare—but worth it!



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...RENT A CAR



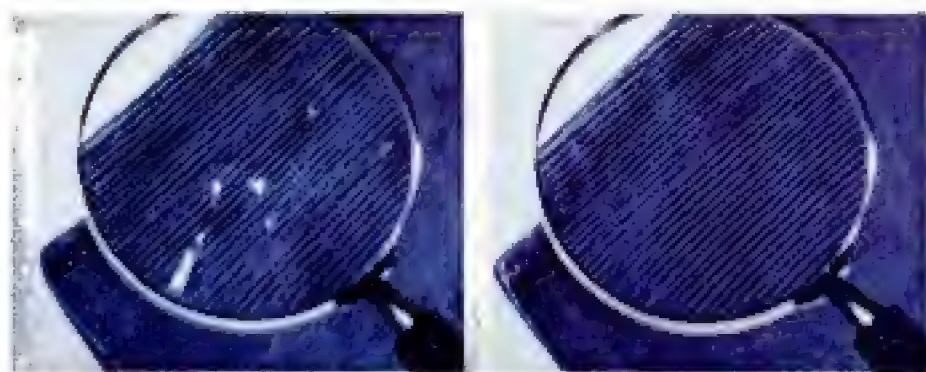
NEW 1956 G-E FILTER-FLO WASHER GIVES YOU CLEANER BRIGHTER CLOTHES—NO LINT FUZZ

General Electric's new Filter-Flo Washing System cleans and re-cleans wash water ... removes lint, sand and soap scum.

As you wash, this G-E Washer circulates and filters the water at the rate of six gallons a minute. Sand settles out the bottom. Soap scum floats away. Lint is trapped in the removable filter which lets only cleansed sudsy water flow back into the washbasket.

With 50% more clothes capacity than many automatics, it's today's best buy. About \$2.90* weekly. General Electric Co., Appliance Park, Louisville 1, Kentucky.

*See your dealer for his prices and terms



After 11 washings in ordinary washer, the dungarees (left) were dulled by lint. After 11 washings the G-E Filter-Flo way, an identical pair showed no lint.



Filter slips in and out for easy cleaning



5 Mix-or-Match colors, too! See G-E Automatic Washers and Dryers in canary yellow (shown), turquoise green, petal pink, cadet blue, woodtone brown. Also white.

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GENERAL  ELECTRIC

ARE YOU GOING FLOOR-CARE CRAZY?

Get smart...get Flor-Ever

**Dirt comes right off
Flor-Ever, America's
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Arise, floor-cleaning slaves. Forget flooring aggravation—and add wonderful, gleaming color and smartness to your rooms, too. Discover Flor-Ever.

Flor-Ever is the micro-smooth vinyl floor that is cleaned so much *easier*. Flor-Ever is the vinyl floor you wax less because it's *vinyl-bright*. Flor-Ever is the glowing vinyl floor *never* harmed by ordinary kitchen mess.

And, Flor-Ever is setting new standards for wear.

Flor-Ever's vinyl-rich colors are today's decorator news. They're unbelievably beautiful. Furthermore, Flor-Ever in one of its many forms, is perfect for every place—over wood or concrete—basement to attic (or store, office, institution).

See Flor-Ever's galaxy of colors and styles *today!*



*By the Yard—
By the Tile*

Flor-Ever®

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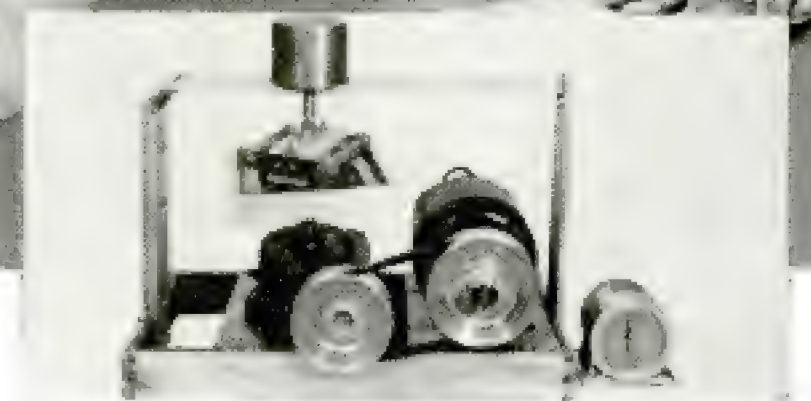
FLOORING and COUNTER TOP

for...

basement to attic...

store or office...

everywhere and every purpose



SETS NEW WEAR STANDARDS

Flor-Ever, in each price and purpose range, outwears equal non-vinyl floor coverings of even greater thickness. On this grinding machine Flor-Ever Standard has withstood as much abrasion as floorings 50% thicker.



NO KITCHEN MESS CAN HARM

No vegetable, animal or mineral fat, oil or grease ordinarily used in kitchens can harm any Flor-Ever—neither the Standard, the Vinyltone, Vinyl Asbestos, nor Universal.



VINYL LUSTER IS BUILT IN

Flor-Ever, in any of its forms, is *naturally* lustrous; it's vinyl! The power-polished surface has a vinyl sparkle that lasts longer and light buffing with paste or liquid wax speedily increases its gloss.



Sloane

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TEN WORLD'S FAIR GRAND PRIZES • 28 GOLD MEDAL AWARDS

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

OFFICIAL WATCH FOR TIMING CHAMPIONSHIP SPORTS THE WORLD OVER

THE FIRST WATCH OF AVIATION AND EXPLORATION



Buying a watch is a serious business. You'll expect to wear it and consult it and trust it for a great many years. Look before you leap. Buy the best watch you can afford—and you *can* afford a *Longines*. ¶ Since a *Longines* is just about the finest watch in all the world, it does cost more. But if the *Longines* you want costs even *twice as much* as some other make, it would still be your best buy in the long run. Do you know, for instance, that the *Longines* watch you buy today will be actually *better than new* 10 or even 20 years from now? Given reasonable care, of

course. That is one tangible result of *Longines* workmanship.

¶ In fact, the pleasure and satisfaction which comes from owning a *Longines* is priceless. It feels good to know that the watch on your wrist bows to no other anywhere in the world. And you know where you stand with time, all the time. ¶ There is a *Longines* watch for every taste, for every need, for every purpose. Among the hundreds of different *Longines* watches there is one made just for you. Your Longines-Wittnauer Jeweler will be *honored* to help you choose your *Longines*, the world's most honored watch.

Watches illustrated—left, Starlight E-A 36, \$550; right, Pres. Wilson R, \$150.

Longines-Wittnauer Watch Company

SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER



AT CORDOBA AIR FORCE SCHOOL WHERE THE REVOLT BEGAN, A BUST OF PERON LIES ON GROUND, TOPPLED FROM PEDESTAL NOW DRAPED IN ARGENTINE FLAG

AN IDOL FALLS, LIBERTY ARISES

Juan Domingo Perón had fallen and with him fell the boastful effigies of himself that he had set up throughout Argentina. In his 12 years of brutal police rule, the dictator had often been endangered, notably by the rebellion of June 16 this year (*LIFE*, June 27). Finally, in a five-day revolution, Perón was thrown from power last week, driven into asylum aboard a Paraguayan gunboat in Buenos Aires harbor and allowed to go into exile.

Perón had done his utmost to suppress his principal opponents—the Catholic Church, independent political opinion and the dissident elements in the Argentine armed forces. But when the rebels moved against him with carefully planned strategy (*next page*), they seemed suddenly to have all the strength and the dictator to have none. Not even the armed and excitable mobs on whom Perón had come more and more to

rely rose to his rescue. When Perón resigned, a junta of Peronista generals succeeded him. Their attempts to negotiate were unsuccessful and the junta capitulated within 36 hours. Their triumph well in hand, the revolutionaries installed their chieftain, Major General Eduardo Lonardi, as the new provisional president of Argentina (*pp. 30, 31*).

The liberation brought jubilant Argentines pouring out into the streets, trampling on the old, wildly hailing the new. It was a stirring spectacle, and it is recorded here for *LIFE* in pictures from Fritz Zachackels, Cornell Capa, Francisco Vera, Jerry Hannifin and *La Voz del Interior*. The great victory that the rebellion had achieved was not yet completely consolidated. But 16 million Argentines could now look forward to an era of democratic hopes they had not dared entertain for more than a decade.



SOLDADERAS (female soldiers), including these two pretty students, back up Córdoba's rebel troops.

A REBELLIOUS RALLY TO 'HAPPY BIRTHDAY'

The key to rebel strategy was in Córdoba, a bustling city 400 miles northwest of Buenos Aires where most of the fighting in the five-day war took place. From the aviation school outside the city, General Lonardi started the revolution by sending out "happy birthday" telegrams, signal for the uprising, to key army, navy and air force leaders. Then he launched his own army—350 aviation cadets, 1,000 artillerymen and 2,000 paratroopers and infantrymen—and troops under General Videla Balaguer against Peronista elements in the area. Far to the south the naval bases at Puerto Belgrano and Río Santiago revolted and the High Seas Fleet steamed for Buenos Aires.

The rebel plan was clear. Perón was to be separated from his support in the provinces and isolated in his stronghold at Buenos Aires. There he was to be smashed by the navy. Lonardi's first big job was to hold out in Córdoba long enough for the rebellion to catch fire throughout the country.

In a desperate effort to counter the rebel strategy and stamp the revolution out quickly, Perón sent flying columns totaling 7,000 men against the city. But the Peronista troops fought lackadaisically, recoiling before the rebel artillery and small-arms fire. As Córdoba held fast, General Julio A. Lagos swung the large army garrisons in the western provinces behind the revolution and airlifted some 1,500 troops to Lonardi's support. Admiral Isaac Rojas' fleet neared Buenos Aires and, under its threats to shell the city, Juan Perón abruptly resigned.

VICTORY'S FRUITS come as Cordobáns jam into square to see Videla Balaguer installed as governor. →





← **EARLY TRIUMPH** sees rebel soldiers and civilians march on the city hall damaged by artillery fire.



THE PRISONERS, Perón supporters who had taken posts in the city hall, emerge arms behind heads.



PROUD VICTORS parade by happy crowds waving handkerchiefs from street and apartment terraces.

Argentina CONTINUED

VENGEFUL AND GLEEFUL CAPITAL



A PERON STRONGHOLD in Buenos Aires, held by a street fighter group, is set afire by army. As flames glowed inside, the defenders cried, "*Viva Perón.*"



JOYFUL REACTION to the fall of the dictator overflowed into the streets of the capital after the official announcement of Perón's resignation on Sept. 19.

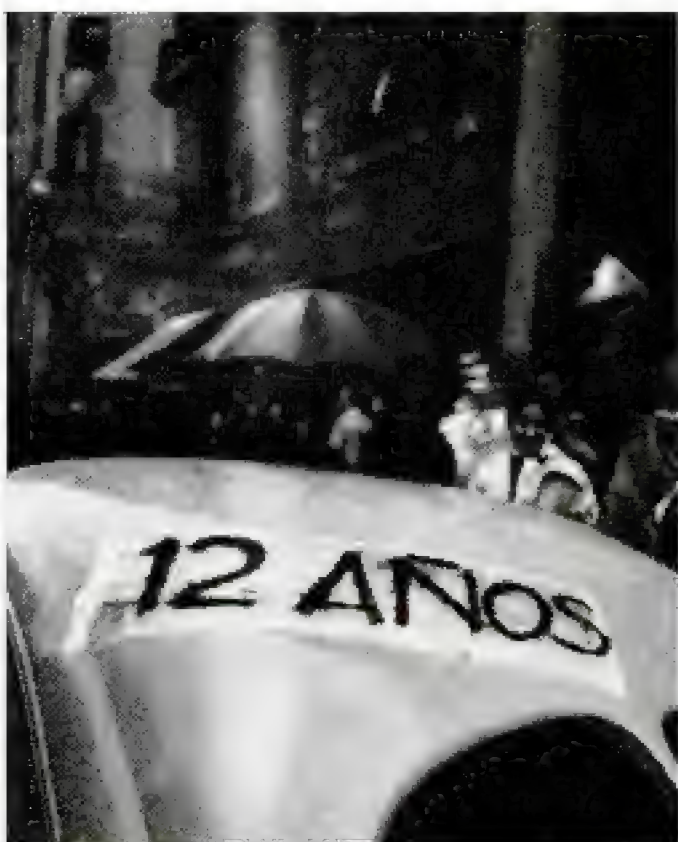




IMAGES OF THE PERONS suffer indignities from students. When it was certain that old regime had gone the mood of jubilation turned to one of revenge.



"A HERO OF THE PRESS," David Michel Torino, so designated by the Inter-American Press Association, is hailed on the streets. He had served a jail term.



SIGNS OF LIBERTY (*libertad*) appear throughout the city. The "12 años" on the back of the car refers to the 12 years, now over, of Perón dictatorship.

← **JOYFUL GREETING** to revolutionary navy chief, Admiral Rojas, is waved from trees near the docks.



GENERAL LAGOS, the key army leader from Mendoza, proudly points to insurgent symbol of a cross and a "V" for victory painted on his personal plane.



ADMIRAL ROJAS, the rebels' naval leader, waves cap in greeting as his cruiser arrives in Buenos Aires on the morning of General Lonardi's inauguration.



CORDOBA GENERAL Videla Balaguer, Lonardi's chief troop commander in initial action, makes public address as revolutionaries consolidate position.



MILITARY SUPPORT OF NEW GOVERNMENT IS INDICATED BY AIRPORT GREETING FOR GENERAL LONARDI

SOME NEW LEADERS AND BRAVE NEW WORDS

Few in Argentina knew the men who now took the country's destiny in charge. They were tough and leathery professional military men, buried away in ordinary times in barracks and military schools. One newspaper editor, discovering his files had nothing at all on a general named Lonardi, asked a reporter, "Who the hell is the man, anyway?"

Juan Perón could have told him about all the men. Admiral Rojas had long been on his list as a navy malcontent. He had dismissed General Lagos from his command after the June 16 revolt. He had chased General Videla Balaguer into hiding in early September. Way back in 1951 he had drummed General Lonardi out of the army for fomenting a revolution.

But then Juan Perón made a major mistake. He concluded that retired General Lonardi was harmless. Actually Lonardi had spent years building up a burning contempt for Juan Perón and a hatred of him for his threat to the army and his violence against the Church. He organized the revolt against Perón, and when the time came to strike, the men who had the real power in their hands—Lagos, Rojas, Videla

Balaguer—turned the leadership over to him.

It may be that Lonardi will not long remain at the head of the government. But to the crowds that saw him sworn in as president last week he said things that Argentines, sick to death of Perón corruption and starved for liberty, ached to hear. (*See Editorial, p. 41*). Some of his notable statements were:

"Argentina has given to the world the first example of an absolutely totalitarian government supported by the arms of propaganda and deceit that fell before the just and honorable reaction of the people."

"Public funds are the fruit of labor. It is unjust to use them to maintain a parasitical and idle caste that fritters away the labor of others."

"Those who have a desire to enrich themselves had better leave quickly before we bring them to justice."

Schools, Lonardi said, will stop becoming the instruments of propaganda and universities will have autonomous rights restored.

The Argentines packed in the Plaza de Mayo chanted back, "*Libertad, libertad, libertad.*"



INAUGURATION of new provisional President Lonardi was celebrated in Buenos Aires' Casa Rosada, the headquarters of the Argentine chief of state.

DEDICATED LEADER, General Lonardi receives Communion in Córdoba before assuming responsibility for welfare and destiny of the Argentines.



A LOOK AT THE WORLD'S WEEK



PRESIDENT'S SUDDEN ILLNESS

← President Eisenhower returned from a ranch to Denver last week looking fit (*left*). The evening of his return, feeling ill, he went to bed suffering from indigestion. The next day he went to a hospital and it was announced that at 2:45 a.m. he had had a "mild" heart attack.

EAST GERMAN SALUTE TO SOVIET GOOSE STEP

Arriving in Moscow only two days after West German Chancellor Adenauer had left, an East German delegation lined up with their Russian bosses to review a goose-stepping honor guard (*right*). East German Premier Otto Grotewohl (*center, hand raised*) stood with Molotov (*left*) and Malenkov, Khrushchev and Deputy Premier Pervukhin. In talks with Grotewohl Russia gave East Germany control over its own borders with West Berlin, indicating to West Germany that it will have to deal with East Germany, which it has refused to recognize.





IONE'S WET WITNESSES

Drenched by rains and beaten by a gale, North Carolina's Governor Luther Hodges (holding hat) toured Morehead City, struck for the third time this summer by a hurricane. Having hit North Carolina hard, hurricane Ione crossed up weather forecasters by turning out to sea.



CLEAR SAILING ON STILTS

On a test run in a brisk wind at Lake Mendota, Wis., an experimental U.S. Navy sailboat with ladderlike hydrofoils (LIFE, Sept. 27, 1954) rose clear out of the water as it hit an incredible 30 mph. The boat's maker plans to build a commercial model for amateur sailing fans.

DAVY'S COSTLY FRONTIER

The Davy Crockett coonskin cap, having been standard juvenile headgear, is at the last frontier. Milliners are now offering raccoon hats at fancy prices. Below from left are Emme's beret, \$55, and muff, \$50; Lilly Dache's profile beret, \$69.50; Mr. John's peaked hat, \$69.50.





DESCRIBING THE FIGHT, Archie Moore sits in his dressing room afterward, right eye shut and hugely swollen. "I enjoyed it," he remarked philosophically.

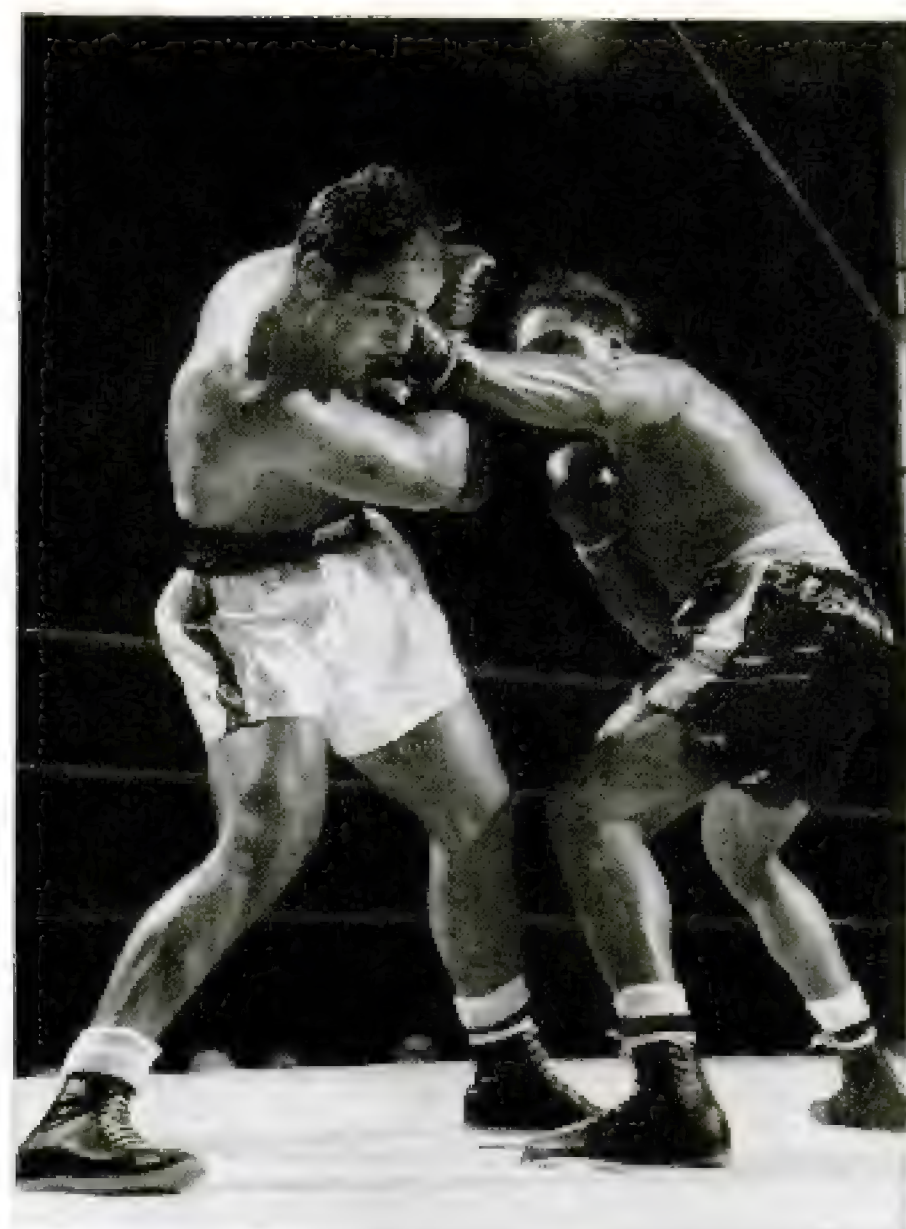
AS ARCHIE SAYS—'THE

After skillful fight Moore tells what it is like

"It's like fighting an airplane propeller," said Archie. "The blades keep whirling past your ear and over your head."

Archie Moore, world's light heavyweight champion, was describing the technique of Rocky Marciano, world's heavyweight champion, whom he had fought the night before. The largest fight crowd (61,500) since 1938 had sat in Yankee Stadium in New York and watched Moore skillfully avoid 90% of the punches that the bull-like Marciano threw at him.

"Marciano throws punches as long as he is able," said Moore, continuing his description, "and that's about three minutes every round. You got to keep low and think—that's what you've got a brain for. By the eighth round I knew I had to do something drastic. By him being anxious to get me I figured I might get that right hand in. But he kept



MOORE LANDS LEFT EARLY IN FIGHT

"Man, you have to have split-second timing to get through."



MOORE DROPS CHAMP IN SECOND ROUND

"It was like walking down that gravel road all by yourself daydreaming."



IN SIXTH ROUND MOORE GOES DOWN FOR FIRST TIME FROM A RIGHT HAND TO FACE

"Listen here man, sometimes the matador gets caught."

MATADOR GETS CAUGHT'

to face Rocky Marciano's propellerlike punches

changing the speed and rhythm of his propellers. That threw me off."

Moore had got his right hand in during the second round of the stirring fight. It knocked Marciano down for a count of five and for a moment (bottom left, opposite page) Archie had a dream of glory. But Rocky's propeller technique caught up with the challenger and in the ninth round, knocked down for the fourth time in the bout, Archie stayed down.

Next morning, as he read newspaper stories of the fight, Moore snorted at a report he had been clubbed into a sad spectacle. "You think I was clubbed into a sad spectacle?" he asked, peering through the one eye he was able to open. Pointing to the other he remarked, "If it weren't for this you'd never know I was in a fight." Archie had plenty to say about the fight and his comments are given in the captions to the pictures below.



SWINGING LIKE A PROPELLER and setting a pattern that continued through the fight, Marciano keeps up his nonstop punching as he crowds in on Moore.



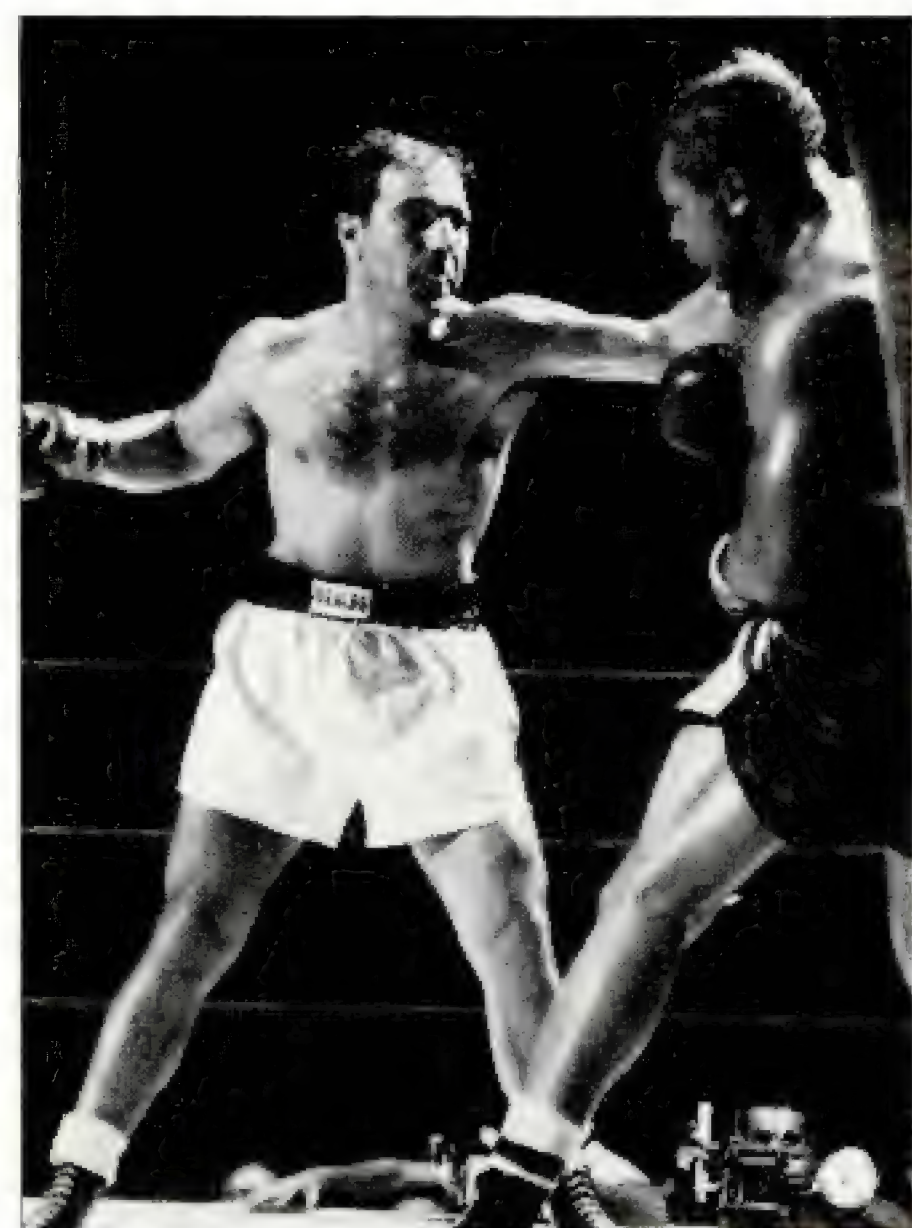
NEAR THE END OF THE FIGHT MARCIANO POUNDS AWAY AT MOORE AGAINST ROPES

"You can avoid him some of the time but not all of the time."



MOORE JUMPS BACK TO AVOID LEFT

"You don't feel any breeze, but you hear the crowd say 'oh' and 'ah.'"



TOWARD END ROCKY LANDS A LEFT

"He kept using a left hook, left hook, left hook. . . ."



IN NINTH ROCKY CORNERS MOORE

"He's a hard man. He don't let you fight your own fight."



MOORE IS OUT, THE FIGHT OVER

"Well, you know the law of averages catches up."



DESCRIBING THE BODY as he found it in the Tallahatchie River, Robert Hodges, 17, tells the jury that it had been weighted down by a cotton gin fan.



TESTIFYING FOR STATE, Willie Reed, 18, says that he saw Till on a truck. Later he saw truck outside a barn and heard someone being beaten inside.



"THERE HE IS," says Mose Wright, the murdered boy's uncle, rising and pointing to bald, tieless defendant John William Milam (*right center*) as one of

two men who came to his house at night and took Emmett away. The other defendant, Roy Bryant, sits two seats to the right. Judge Curtis Swango listens



EMMETT'S MOTHER, Mrs. Mamie Bradley of Chicago, testifies as jurors (*foreground*) and sheriff (*left rear*) listen. "I looked at the body very carefully," she said, "looked at the eyes, the hair line. . . . I just know that it was my boy."



THE JURY included nine farmers, two carpenters and an insurance man. All were whites because only voters can be jurors and not one of county's 19,500 Negroes is registered. In front row from left are Gus Ramsey, Jim Pennington, L. L. Price,

EMMETT TILL'S DAY IN COURT

Mississippians refuse to convict
white men of killing a Negro boy

In a sweltering small-town courtroom in the cotton-rich delta land, prosecutors for the state of Mississippi last week sought earnestly to convict two white men for the brutal killing of a Negro boy. (The boy, it was said, had whistled at the wife of one of the men.) But the prosecution was up against the whole mass of Mississippi prejudice.

Fourteen-year-old Emmett Till of Chicago, staying with his great-uncle near the hamlet of Money, Miss., had been ordered from his bed in the middle of the night. Three days later a horribly beaten body, which his family identified as Emmett's, was found in a river. J. W. Milam and his half brother Roy Bryant were accused of the killing. The murder had shocked both Mississippians and outsiders. The trial, shown here in courtroom sketches by Franklin McMahon, became a national *cause célèbre*.

The district attorney's office dug up its own witnesses, even persuading Negroes to testify against whites, an almost unheard-of thing locally. Judge Curtis Swango threw out some inflammatory defense testimony (*below*). But the prosecution got little help from local police, who actually supported the defense's key contention that the body recovered was not Emmett Till's—despite evidence that it was.

The undertones of racial hatred in the case came out when the defense suggested that the whole thing was a plot by outsiders to help destroy "the way of life of Southern white people." The all white jury, accepting the argument that the body was not Emmett's, took only an hour to find the defendants not guilty.



at left as District Attorney Gerald Chatham, standing at far right, conducts the questioning. Senior counsel Jesse Breland sits coatless in foreground.

Behind him are prosecutors J. Hamilton Caldwell and Robert Smith III. On the far side of the table in the center sit the other four defense counsels.



J. A. Shaw, Ray Tribble, Ed Devany. In rear: Travis Thomas, Bishop Mathews, James Toole, Davis Newton, Howard Armstrong, George Holland. All denied they would be influenced by the fact the defendants were white, the victim a Negro.



ILLUSTRATING TESTIMONY, Defense Counsel Sidney Carlton grabs Carolyn Bryant's waist the way, she charged, a Negro (never named) had done at store. The judge had sent jurors from court, ruled that this testimony was irrelevant.



WHERE IT BEGAN—above is Roy Bryant's cross-roads general store, where Emmett and two other Negro boys came to shop, and where Emmett gave a wolf-whistle at Bryant's pretty young wife Carolyn.



SITE OF KIDNAPING of Emmett was Uncle Mose Wright's sagging tenant shack on a cotton plantation. According to Wright, Milam and Bryant walked in at 2:00 a.m. and demanded the boy from Chicago.



POSSIBLE MURDER SCENE, the farm property of Milam's brother Leslie, was identified by Willie Reed, 18, who said he saw defendant J. W. Milam emerge from barn on murder morning with a pistol.

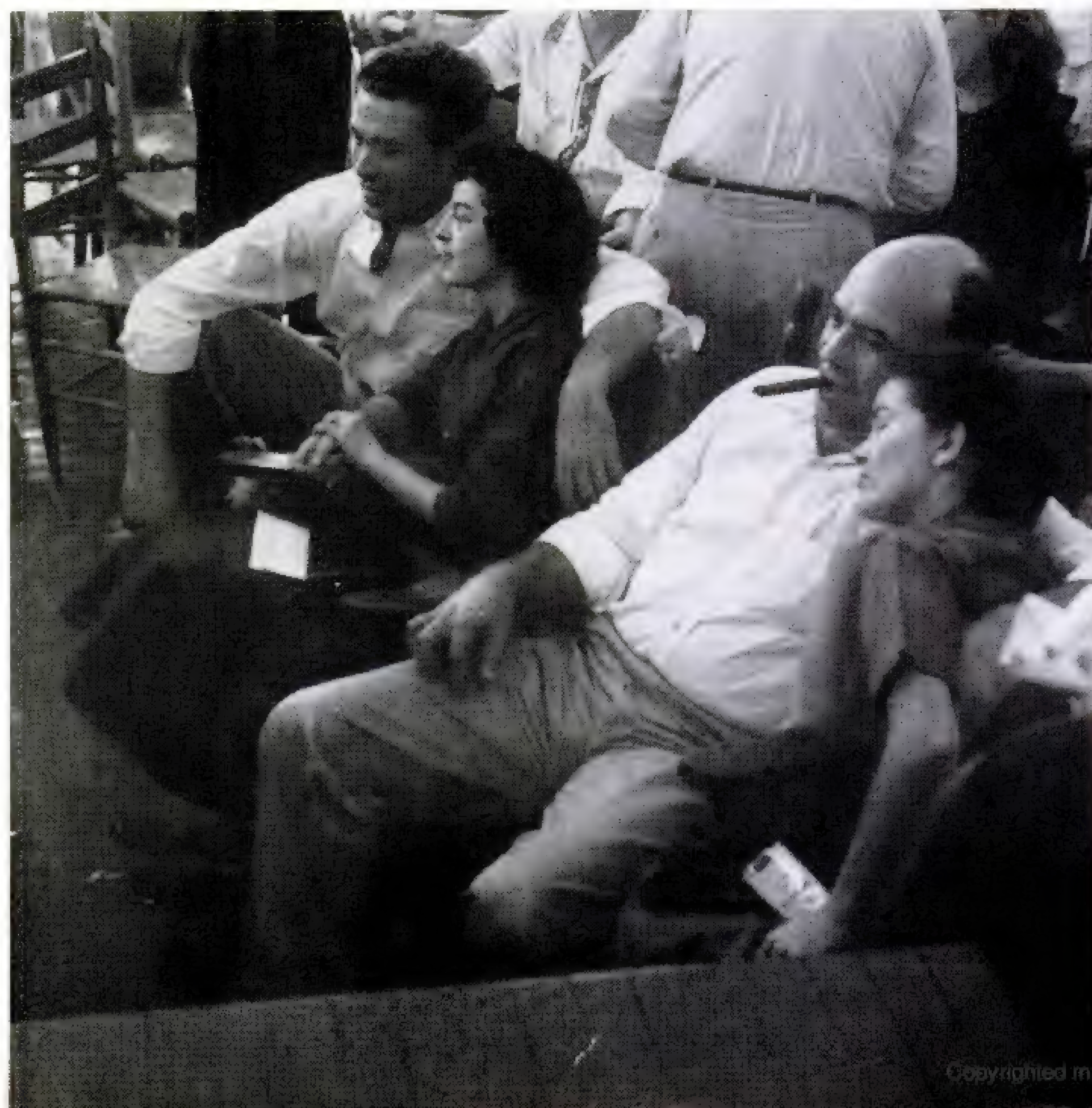


EMMETT'S RING, found on the body, belonged to his father, Louis, killed in France in 1945. Date is the day ring was made. Defense hinted the ring had been planted on the wrong body as part of a plot.



AS TRIAL BEGAN, the two defendants had their families with them. From left are Juanita and J. W. Milam and sons Harvey, 2, and Bill, 4; Roy and Carolyn Bryant and one of their sons, Roy Jr., 3.

AFTER ACQUITTAL, Bryant and Milam lit cigars and posed proudly with their wives. Not yet free, they now faced possible trial on kidnaping charges in the adjoining county where Emmett disappeared.



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Freezing makes it possible—all the delicate, ocean-fresh flavor that never came through before!

You can count on your fingers (and have a couple left over) the places where you can get oyster stew that comes up to Campbell's.

Starting with choice Eastern oysters, fresh from their ocean beds, Campbell's chefs then add plenty of fresh whole milk, creamery butter and just the right touch of subtle seasonings.

The result is a rich and rare blend in which the delicate, fresh oyster flavor shines through in the most mouth-watering way.

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Just stop by your grocer's freezer and get the can that says Campbell's Frozen Oyster Stew.

Get all these



Campbell's frozen soups

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*It's
Four Roses time
in Washington*



TWILIGHT IN WASHINGTON

No other whiskey
can match the flavor
of Four Roses



As the summer twilight creeps over the city, it's *Four Roses time* in Washington. For people here... like millions across the country... have made this the time of day to enjoy Four Roses. This superb American whiskey has a flavor so distinctive... so smooth and richly mellow... that it is far more pleasant to taste than any other.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.

The Air Force wants a contract with the Bell System to link up its radar warning network (SAGE) which would cost the government \$240 million a year. Announcing last week that it would be investigated, Democratic House Leader McCormack cried, "Shocking . . . it shows how far big business has obtained control of our government."

The incident rather shows how far the "big business" issue has obtained control of the political instincts of Democrats. From the Dixon-Yates controversy to the improprieties of ex-Air Secretary Talbott, the Democrats have missed no chance to enlarge the impression that businessmen are stealing the country. Next to farm prices, the "Big Deal" looks like their big '56 political issue. Is it a real issue or not?

There is no question but that President Eisenhower knows, likes and employs a great many businessmen and is partial to the American business system. This was even a reason why he was elected, since many people were tired of the hostility between business and government which had been almost chronic since F. D. Roosevelt called big businessmen "economic royalists." The embers of this old hostility could doubtless be rekindled in '56 by the right kind of rhetoric, for instance that of our esteemed but inveterately partisan contributor, Harry S. Truman. He claims that the Administration is "controlled by big business which it allows to plunder our natural resources," and that "if you don't watch out, that gang is going to take [the atom] over and exploit it and exploit you too."

But an electorate that is tired of such rhetoric will still want to know if there is anything serious behind it. To this the answer is yes. The issue of how government can employ businessmen, and how businessmen should act in government, is as old as the Republic and is still unsolved. It has churned up a mass of contradictory legislation called the "conflict of interest" laws, dating from 1789.

The statute of that year, still in effect, forbids the Secretary of the Treasury to be directly or indirectly interested in "trade or commerce," or to own "any sea vessel" or any government bonds. To comply with the letter of this law George Humphrey would have to turn all his property into cash and hide it in a mattress. Other government employees are almost as restricted, at least in theory. Congress likes to pass extreme statutes and then permit exemptions or broad interpretations (as in Humphrey's case) when reality raises its ugly head. One of these laws, until amended for World War II, would have forbidden GIs to get any money from their peacetime employers. Lawyers call these laws as a whole "a horrible mess."

In the absence of clear legal standards the Eisenhower administration is trying to set ethical standards which will disarm criticism. The seneschal of these standards is the assistant attorney general, Stanley Barnes, a former California judge and football hall-of-fame linesman. One of Barnes's problems is the army of so-called WOCs (without compensation—formerly dollar-a-year men), the rules of whose employment Barnes is now trying to tighten.

WOCs are of course most useful to government when they bring in an *expertise*, unpurchasable by government salaries, from the industry they know best. But it is in that very role that a WOC's services are most suspect. Congressional investigations of WOCs always conclude with praise for their patriotic service, and a warning against their use. There seems to be no room for the elementary assumption that an honest man is an honest man, whether businessman or bureaucrat.

Thus the issue will remain partisan as long as Republicans are considered "the party of business," and Democrats "the party of bureaucrats."

But is there any future in this stereotype? Not according to an article by Adlai Stevenson in the October *FORTUNE*, in which this eminent Democrat projects the problem of business-and-government over the next 25 years.

Stevenson hopes that by 1980 we can "stop the talk about a basic antagonism between American business and government, and replace such nonsense with a recognition of the common purposes and obligations of these two cornerstones of democratic capitalism." He declares, "Economic royalists" was an unfair and unfortunate epithet (like the "nonsense" of calling the TVA "Communism"). He is not at all opposed to businessmen in government. "To the extent that 'businessmen in government' means the introduction . . . of efficiency for which American business is justly famous—and . . . adding to government councils an intimate understanding of industry . . . this is all to the good The case is very different, though, wherever a businessman brings with him to government any ideas other than a completely objective and independent concept of the public good." He agrees with a businessman now working for Eisenhower who said, "Commercial interests are not the same as national interests." What he urges is collaboration and "an improved respect and understanding between these properly separated forces."

On this issue Stevenson is surely right. If his sober counsel is heeded, the business-government hatchet can be buried for good.

FROM 'JUSTICIALISMO' TO JUSTICE

Democracy, which by its nature must always have a vested interest in the spread of its ideas, has many reasons to be pleased with the swiftly developing events in Argentina (see pp. 25-31). Obviously it is good that the most powerful totalitarian in this hemisphere has been overthrown. It is even better that Perón's successor, General Eduardo Lonardi, sounds as if he means it when he promises that Argentina is going to have a genuine democracy.

The old saying that those who can, do, and those who can't, teach, is belied by Lonardi, a onetime professor of war tactics who was forced out of the army by Perón. His mastery of his subject is indicated by the smooth way in which he coordinated army revolt with navy blockading of the capital in order to force Perón out. But his scholarship evidently goes deeper than tactics; his inaugural remarks betoken

the sort of long view of history which marks a potential statesman.

Two of the points he stressed are precisely the key points of difference between a dictatorship and a democracy. Lonardi summarized the platform of his government in three words, "rule of law." And he added this: "Freedom of assembly and of the press will be re-established immediately." Nothing could be more important, for tyranny can never last where the press is free to oppose it, and rule of law is the direct antithesis of tyranny. Ex-dictator Perón, an innovator in many fields, coined a word *justicialismo* to define his personal brand of justice, which meant, Humpty-Dumpty fashion, whatever he wanted it to mean. In a true rule of law there is no need for such inventions; for the concept of true justice is as old as the history of man.

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Bobby took a picture of Duke Snider...



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Everybody knows taking pictures is fun. But you never know how much fun... until you see a Polaroid Land Camera in action. For here is a camera that not only takes the picture — but also magically puts the finished print in your hand 60 seconds later. The fun and excitement of this day at the ball-park will last, too... because these Polaroid Land pictures last, just like any fine prints. Years from now Bobby will be showing this shot of "The Duke" to his little fellow.

With a Polaroid Land Camera you are sure to capture the fun of every special occasion, the charm of any passing scene. Because with this camera you can correct any mistakes you make, right on the spot. If a shot

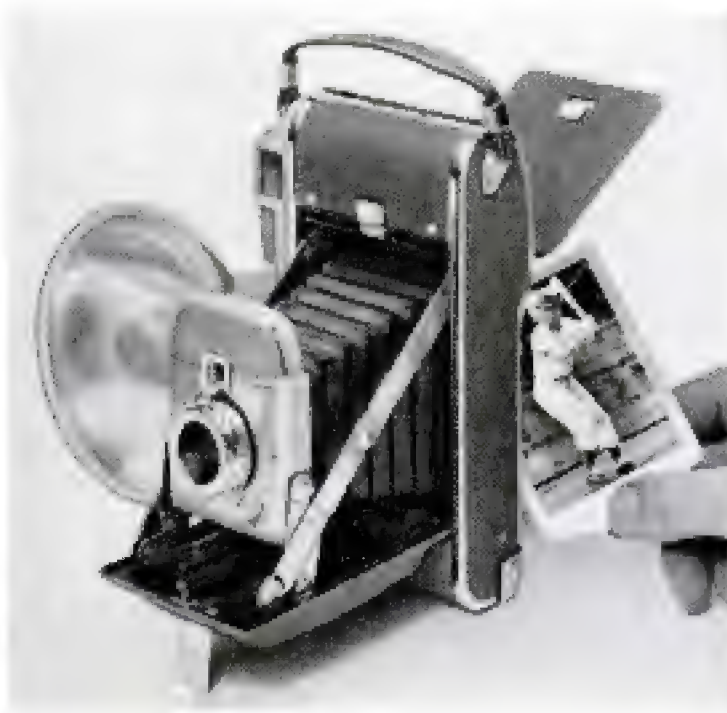
doesn't come out exactly the way you want it — just snap it over, then and there. Gone is all that business of waiting and wondering how your shots turned out... only to be sadly

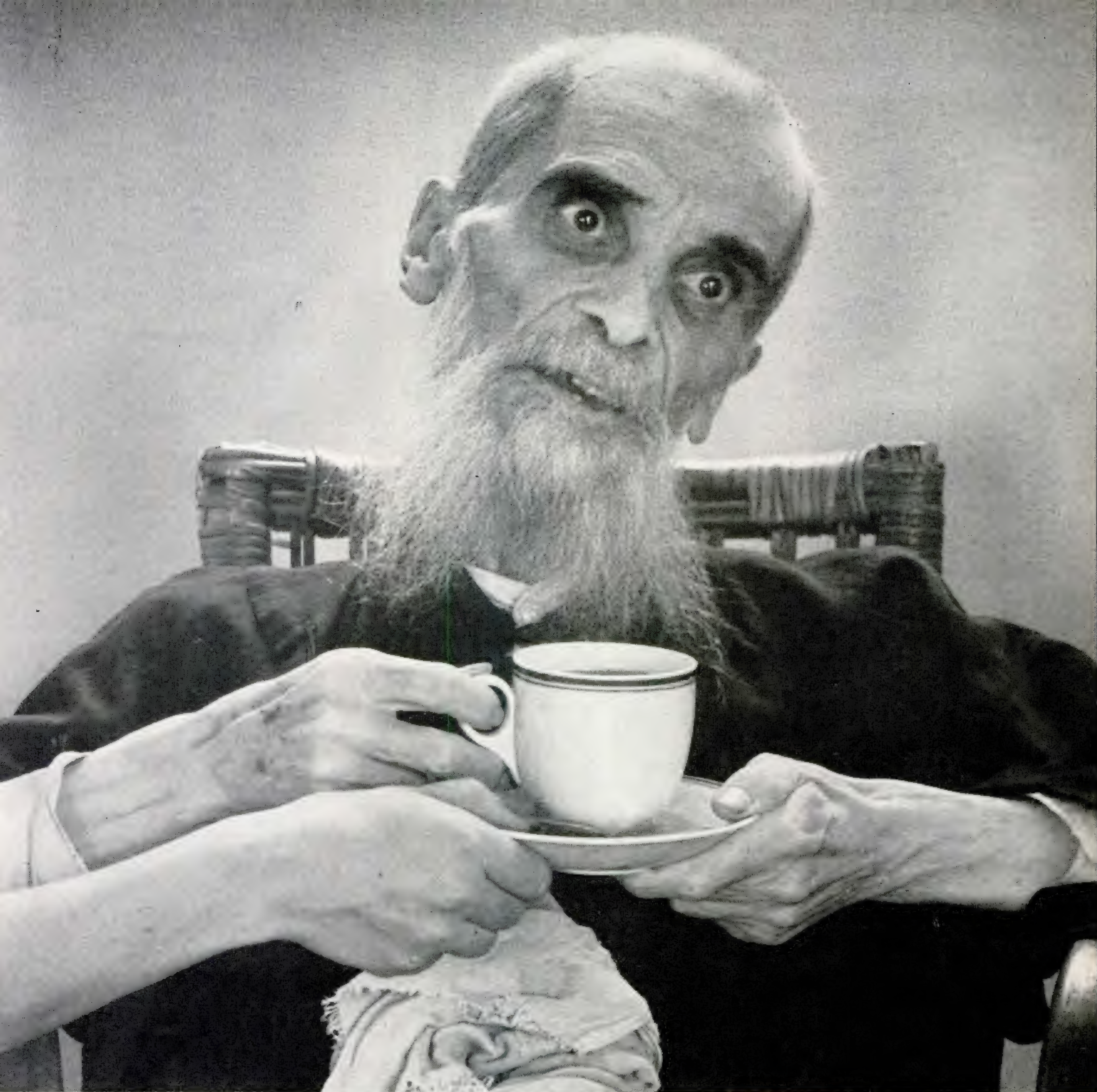
disappointed days later and miles away when you find out they didn't.

But that's only half the story. This year there's a great new Polaroid Land Film. The *quality* of pictures you get is

really exciting. Polaroid PolaPan Land Film is so fast you can shoot in much less light. It is also panchromatic. There is no finer film of any kind on the market today, for photographing anything from sports shots to wedding portraits. Of course you can get all the copies and enlargements you want, quickly and easily.

Now all this may sound pretty expensive. But it isn't at all. You can buy a Polaroid Land Camera for as little as \$1.19 a week. Every camera dealer in the country is equipped with a demonstration model, and only too happy to give it a workout. So don't be bashful about dropping in to have your picture taken. You'll be amazed at how simple this camera is to work.





TOO WEAK TO HOLD CUP AND SAUCER AFTER CROSSING BORDER FROM RED CHINA, BISHOP FERRONI GETS HELP FROM RED CROSS WORKER IN LOWU STATION

COMMUNISM'S MARK ON A HOLY MAN'S FACE

Emaciated Italian bishop gains freedom from Red China as some captive Americans are also released

As he rested at the Hong Kong border, Bishop Alfonso Ferroni's feeble movements, wasted body and haunted face gave painfully eloquent evidence of the treatment he had suffered at the hands of the Chinese Reds. Released with some of the 41 American prisoners being returned as a result of the Red Chinese-American talks at Geneva, the Franciscan missionary had been too weak to walk from Red China across the Lowu bridge to British territory (*next page*). Legs dangling, he was carried in the arms of a priest and a British official to freedom and an ambulance.

Bishop Ferroni, an Italian citizen, had worked in China for 29 years when the Reds arrested him in 1952. "The charges were incomprehensible," he said. During the first three months of his imprisonment his wrists were kept handcuffed. For three years and seven months he was tortured and starved in solitary confinement, his body wasting down to a beriberi-ridden 70-pound skeleton. His ordeal over, Bishop Ferroni said in a low voice, "Despite their threats and torture, I would never change my mind. They wanted to put a Communist brain into mine. They failed."

BETTER BECAUSE IT STAYS WETTER



Tests Prove It!

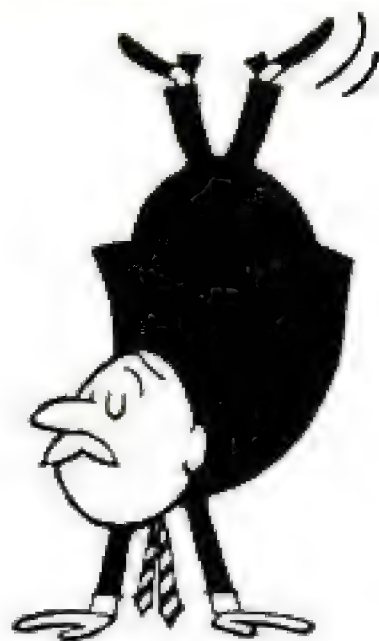
Seaforth Minute Shave's wetter, firmer lather props up whiskers longer... makes them easier to cut... gives the easiest, smoothest shave a man ever had.



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Good
Grooming
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FOR MEN



How to be quietly impressive

We have a hunch that almost every host secretly wants to impress his guests. And we know one man who doesn't stand on his head to do it. Offering drinks, he simply says: "I got in a case of very nice bourbon the other day. Care to try it?"

Sounds like lots of money. But it isn't, because buying a case of the most elegant kind of bourbon—Walker's DeLuxe—actually costs no more in the long run than buying a bottle now and then. In fact, it often costs less. And Walker's DeLuxe is pretty impressive in itself—fully seven years old, notable in taste and uncommonly smooth. Since the party season is now underway, why not order a case this week?

STRAIGHT BOURBON WHISKEY
7 YEARS OLD • 90.4 PROOF
HIRAM WALKER & SONS INC., PEORIA, ILL.



CARRIED TO FREEDOM, Bishop Ferroni rides in arms of British Police Superintendent A. L. Gordon and Father Ambrose Poletti, as they cross over the Lowu bridge.



IN BRITISH TERRITORY Father Poletti, also an Italian, speaks sympathetically to Bishop Ferroni, seated in Lowu quarantine office. He draws feeble smile in response.



FREED AMERICAN WOMEN, Mrs. Dorothy Middleton, 42, (left) and Sarah Perkins, 63, are welcomed by U.S. vice consul and Red Cross worker at Lowu bridge.

Protestant missionaries, they had been jailed 4½ years ago. Miss Perkins was one of the few Americans so far released who managed to avoid signing some kind of confession.



HAPPY AMERICAN PRIESTS (from left), the Very Reverend Frederick Gordon, Reverend James Joyce and Reverend Joseph Hyde, joke after their release at Lowu

station. "Who won the 1953 World Series?" asked Father Hyde. Offered tickets to the 1955 series, he eagerly asked for a rain check because he could not get back in time.

Sure—I love Sugar.
But I'm watching
my weight!

You need Sugar for energy! And even
3 teaspoons of Domino Sugar contain
fewer calories than your apple!



It's smart to stay slim and trim and get *Domino's* "Energy Lift" too!

Which is Less Fattening?



3 teaspoons of Domino Sugar
actually contain fewer calories
than 1 medium apple!

SURE, you need Domino Sugar to sweeten coffee, tea and your favorite foods. But equally important . . . Domino Sugar supplies quick-energy—fast. Faster than any other food. What's more, there are only 18 calories in a teaspoon of Domino Sugar. That's fewer calories than in many "reducing diet" foods! So if you're reducing, remember: "Sugar-starved" people

often lose pep and energy instead of weight! Just as Apples are famous for their health values—in a well-balanced diet, Domino Pure Cane Sugar helps supply the quick food-energy you need every day for pep and vitality.

So be smart . . . use a sensible amount of satisfying, *low-calorie, high-energy* Domino Sugar at every meal . . . for only one sugar is Domino Pure.



FREE! NEW DOMINO DIET BOOKLET

The American Sugar Refining Co., Box 310, N. Y. 5, N. Y.

Gentlemen: I'd like to learn the safe, sure way to lose weight without losing pep . . . or giving up energy-giving Sugar! Please send me free and postpaid Domino's New Reducing Diet Menu Booklet.

NAME.....

ADDRESS.....

CITY.....STATE.....

SWEETEN IT WITH DOMINO—AMERICA'S LARGEST SELLING SUGARS



New '56 FORD...the fine

With new 202-h.p. Thunderbird Y-8 engine...

WITH ALL ITS exciting *beauty* and *power* news for 1956, Ford announces the biggest safety news in car history. It is *Lifeguard design*—the first major contribution to driver and passenger safety in accidents.

Two years ago, Ford undertook a program of research and testing to determine the causes of accident injuries . . . so a safer car could be built.

In co-operation with universities, medical associations and safety experts, it was found that over half of the serious injuries were caused by drivers being thrown against the steering post, riders striking hard surfaces within the car, or being thrown *from* the car. To guard you against these hazards, Ford developed Lifeguard design—a Ford

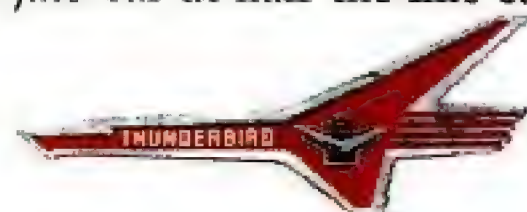
First for "Safety First"—a whole new family of safety features described on the opposite page.

When you learn the full Lifeguard story, you'll appreciate that Ford has done something definite and important for the protection of you and yours.

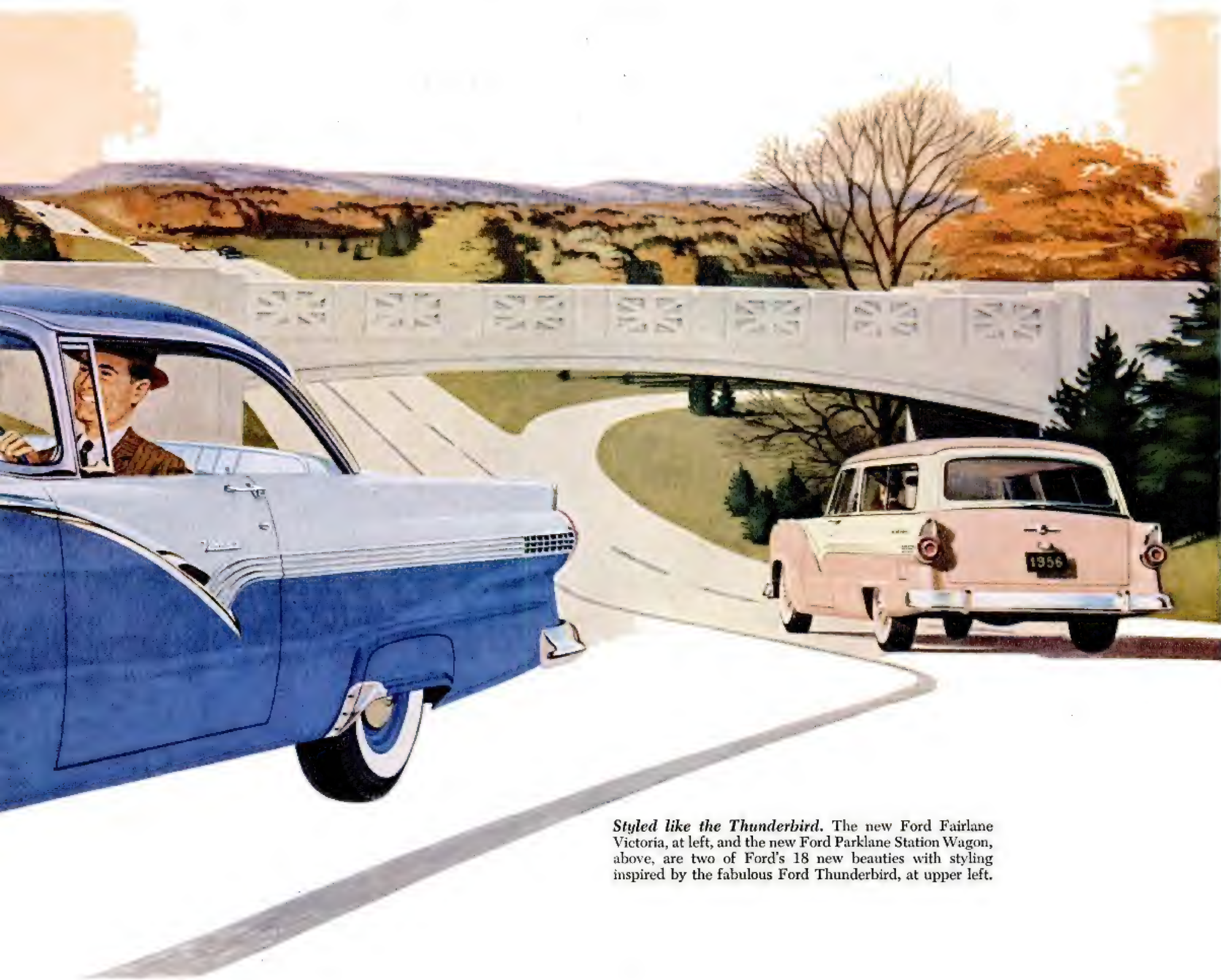
Here is the rest of Ford's spectacular news! Ford brings you new Thunderbird styling in all 18 models—long, low, breath-taking lines that only the fabulous Thunderbird could inspire.

Ford brings you the magnificent 202-h.p. Thunderbird Y-8 . . . an engine so packed with GO . . . so completely responsive in all driving ranges that it is just sheer delight to command. And you'll appreciate the reassuring passing power that is yours instantly when instants count.

But you've only heard the beginning of the Ford story for '56. When you see the colorful new interiors and the quality workmanship that is everywhere so evident, you'll know that Ford is truly the *fine* car at half the fine-car price.

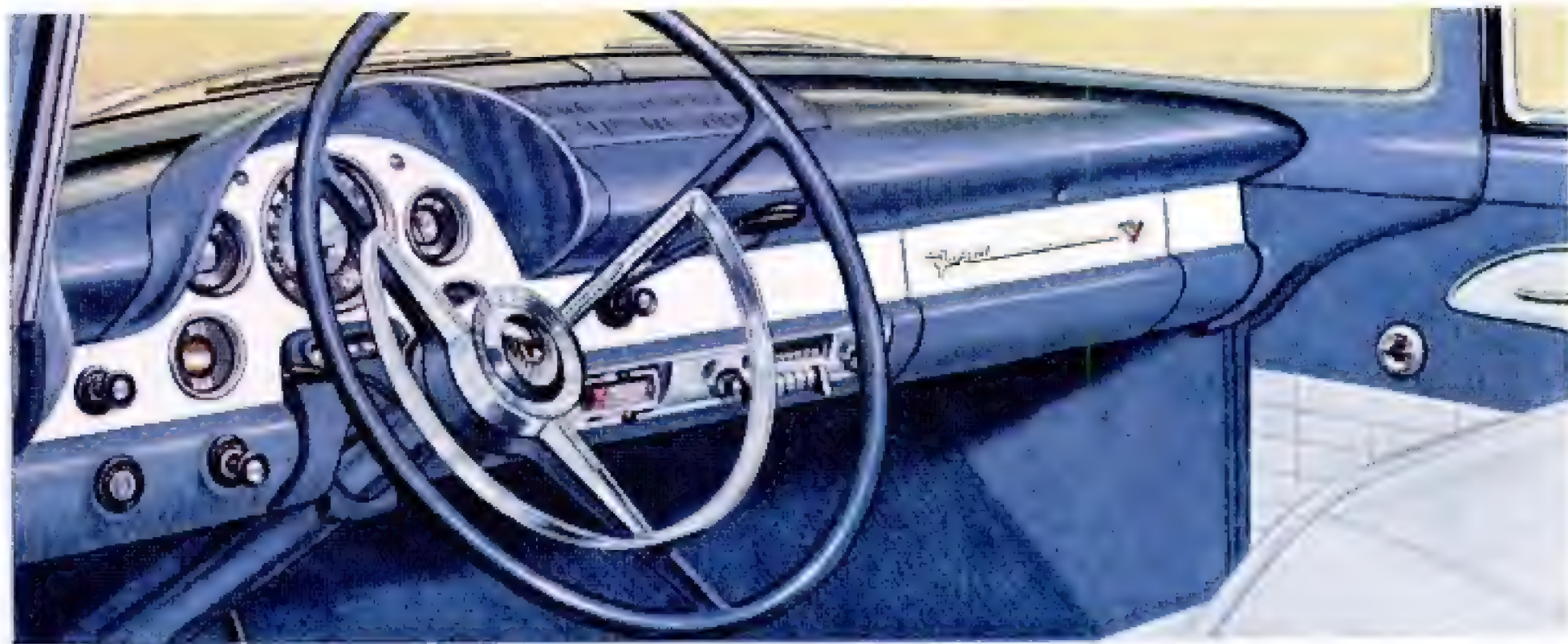


NEW Thunderbird Y-8 power. Imagine! The 202-h.p. Thunderbird Y-8 engine—and all the lightning that goes with it—is offered in all Fordomatic-Ford Fairlane and Station Wagon models. In Fordomatic Mainline and Customline models you can have the new GO-packed 176-h.p. Y-8. And Ford's new 137-h.p. Six is available in all 18 Ford models for '56.



Styled like the Thunderbird. The new Ford Fairlane Victoria, at left, and the new Ford Parklane Station Wagon, above, are two of Ford's 18 new beauties with styling inspired by the fabulous Ford Thunderbird, at upper left.

car at half the fine car price
with new Thunderbird styling...with new Lifeguard design



NEW Lifeguard safety features. They include Ford's Lifeguard steering wheel (its deep-center structure acts as a cushion in the event of accident) . . . Lifeguard double-grip door locks (they're designed to give extra protection from doors springing open under shock) . . . optional Lifeguard cushioning for instrument panel and sun visors (to lessen injuries from impact) . . . optional Lifeguard seat belts (that keep occupants securely in their seats for added safety). And you get all these Lifeguard features *only in Ford*.

'56 FORD

WORTH EVEN MORE THAN EVER BEFORE!



THE RATH PACKING COMPANY, WATERLOO, IOWA

This Iowa bacon took a trimming....

Happy bacon-eaters ask us how we manage such lean bacon.

It's really simple.

We trim the sides of Rath's famous corn-fed bacon slabs. We trim the ends. We trim, and trim with loving care.

Only the costly center—the very pinkling center—of leaner, meatier bacon remains. In fact, there must be at least two strips of thick,

hearty lean in every bacon slice or it doesn't get to carry the Rath Black Hawk label.

And the flavor? Sweetest ever! For we sugar-cure, sweet and slow. And we smoke over hickory for hours. But it's the gentlest smoking that ever turned a bacon slab into a ruddy masterpiece.

Let a savory skillet-full sizzle on your stove soon—you happy bacon-eaters!

Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



A BIG NEW BOMBER DIES A SACRIFICIAL DEATH

B-52 is wrecked on the ground to foresee performance in the air

In a huge hangar in Seattle, Wash., engineers of the Boeing Airplane Company, whose usual job is building planes, were hard at work tearing one of their B-52 jet bombers to pieces. They were being deliberately destructive to convince themselves and the Air Force, which is making the B-52 its chief long-range weapon, that the plane's vital structural parts can easily stand the stress of flight.

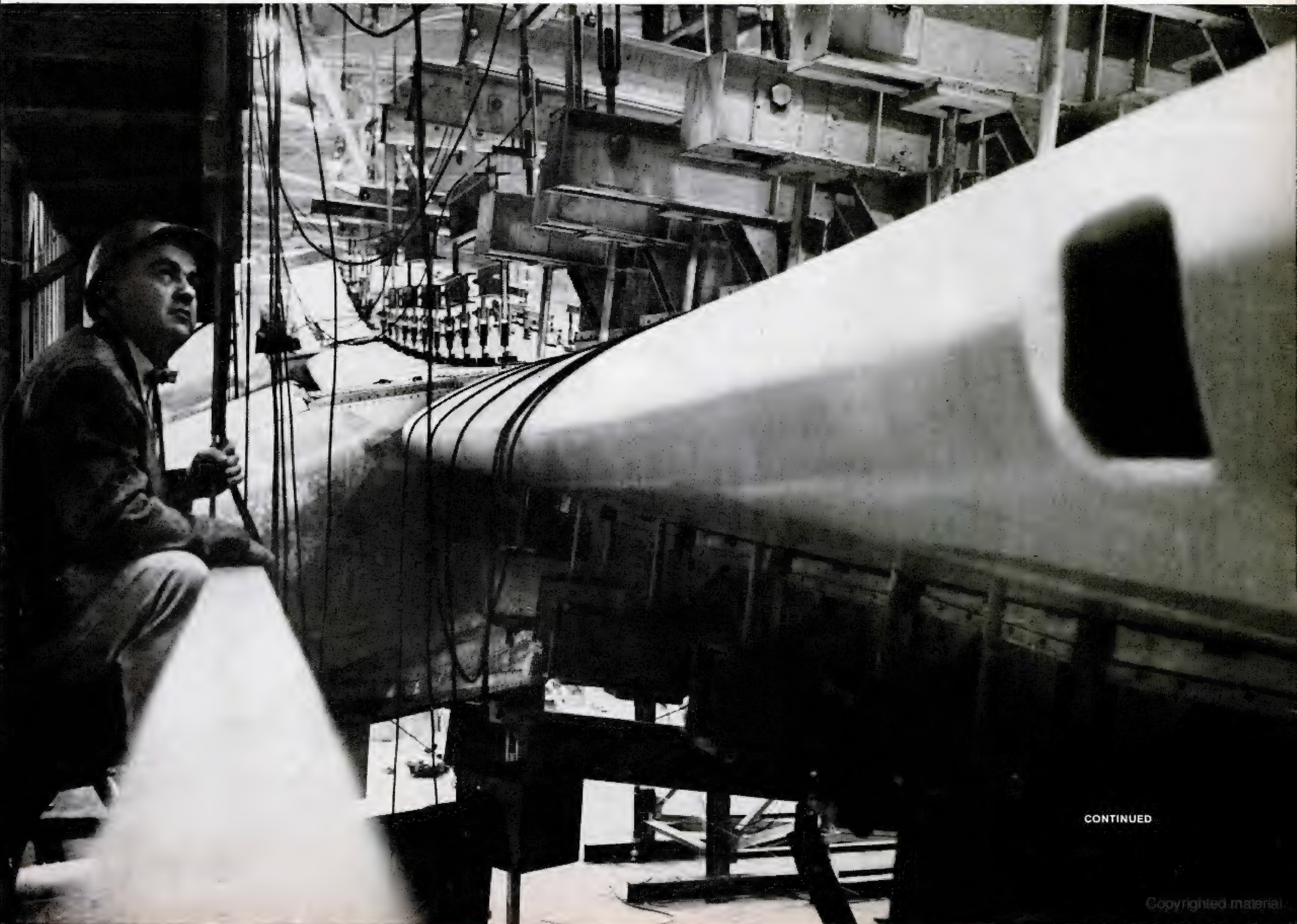
The most elaborate test in the \$9.5 million series was on the 185-foot wings. Strapped into a harness of steel beams raised hydraulically to duplicate the stress of flight, the flexible wings curved upwards into a graceful crescent vibrating with tension. The Boeing engineers, almost as vibrantly tense, scanned the slowly rising wings and caught their breaths as rivets snapped and surfaces buckled. Pressure had climbed far above the maximum that the wings might meet in flight, and the plane with its trembling wing tips forced 21 feet above their normal position looked like a great eagle paralyzed at the peak of a wingstroke, when with a roar one wing finally gave way (*next page*).



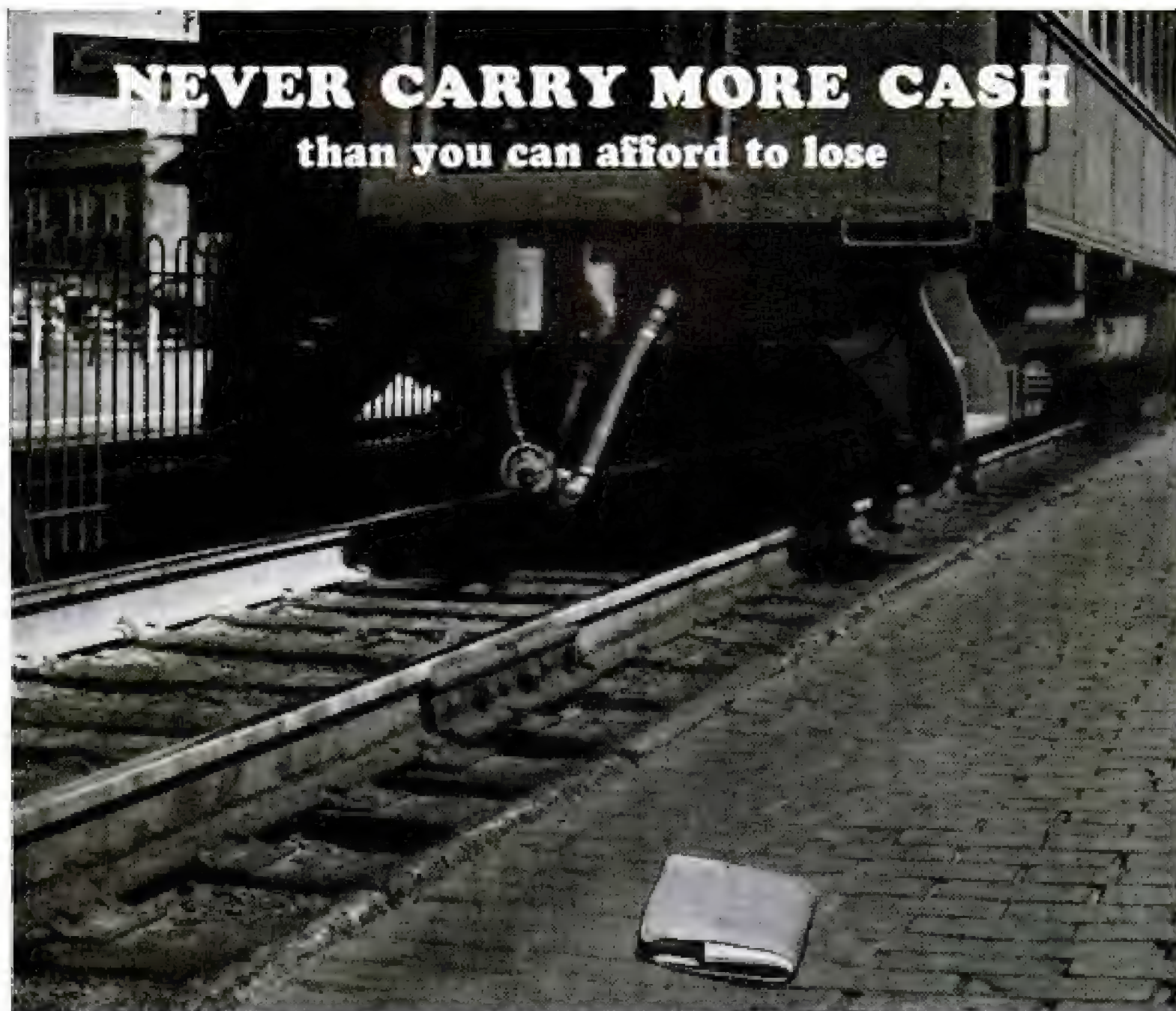
DOOMED BOMBER sits amid 750 tons of scaffolds and hydraulic jacks. As Test Director John Perry

(*foreground*) orders more pressure, engineers watch controls and recording meters in front of the plane.

FROM SCAFFOLDING NEAR WING'S LEADING EDGE ENGINEER FLOYD SWENSON ANXIOUSLY WATCHES PRESSURE BEAMS BEND WING INTO A SWEEPING CURVE



CONTINUED



NEVER CARRY MORE CASH
than you can afford to lose

you can't lose with
AMERICAN EXPRESS
TRAVELERS CHEQUES

- Immediate refund if lost or stolen
- Instantly accepted everywhere — and only when you sign them
- Sold at any BANK, at Railway Express, and Western Union offices. Only 75¢ per \$100.



DOGS EAT IT UP



AND AREN'T THEY SMART!
Gro-Pup provides all the food essentials dogs are known to need daily. It's the only dry dog food officially approved by the American Veterinary Medical & Animal Hospital Associations.

GRO-PUP

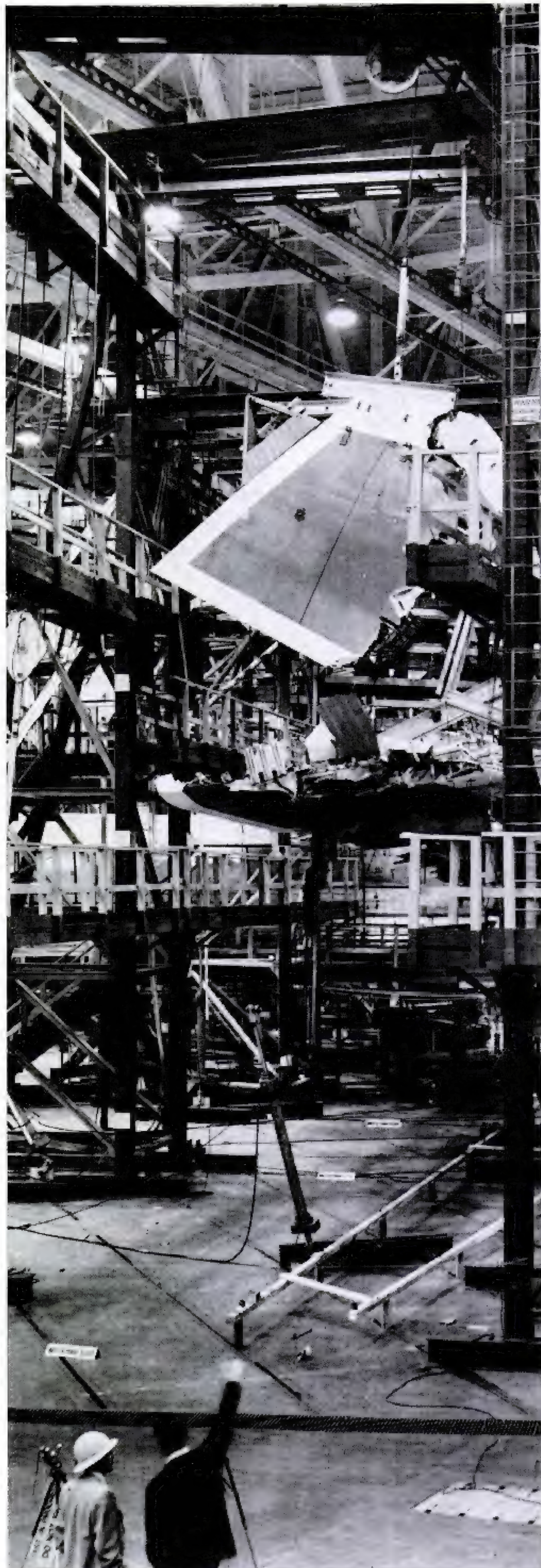
THE PROTECTIVE DOG FOOD

Made by the Kellogg Company, Battle Creek, Michigan

NEW
Gro-Pup T-Bone
for treats.



Bomber's Death CONTINUED



BROKEN WING TIP dangles over the rest of the right wing in scaffolding. The first breakage occurred in the left wing which snapped near the fuselage, triggering wave of breakage that wound up with this wing tip snapping off.

Did you ever?

By LITTLE LULU

When you want to blot your lipstick
to remove the excess red,
Ever reach for just one tissue
and come up with five, instead?



Each Kleenex* tissue pops right up
with softness, strength and speed—
Its Serv-a-Tissue box ends waste,
serves only what you need!

New Kleenex Economy Pack

Your choice of pink, yellow, white



The largest selling
tissue in the world

WHAT THE LIFE INSURANCE BUSINESS



PHOTOGRAPH COURTESY MUSEUM OF THE CITY OF NEW YORK

In 1860, it was Life Insurance.

THE huge improvements that today's *Living Insurance* has brought to the American public can best be shown by a comparison with the mid-nineteenth century.

Everyday hazards of that era were so great that the average life span was over 25 years *less* than now. Thus the old life insurance companies were forced to place one restriction after another on Great-grandfather when he purchased a policy. For example, any one of these actions automatically cancelled his policy.

Without written permission, he couldn't travel west of the Mississippi. Indians might get his scalp.

Nor could he venture south in the summer. Malaria was rife — and curative drugs unknown.

Come what may, he didn't dare set foot in the basket of a balloon. Wasn't air travel a new and dangerous fad?

Poor Great-grandfather! He was hemmed in on all sides by his insurance — and worse still, he had to die to win. Benefits for him on *this* earth were practically nonexistent.

THE REVOLUTION IN INSURANCE

What a difference today! Travel is safer. Health has improved. The rate of industrial accidents has fallen sharply. Keeping pace with this progress, American life insurance companies have lifted many restrictions.

Even more important, they have developed a new

IS DOING FOR AMERICA:



In 1955, it is Living Insurance

concept of what the *purpose* of insurance should be. This concept stems from the fact that modern families want insurance benefits while they're still alive to enjoy them, as well as protection in the event of death.

Thus, as policies have been modernized and liberalized, *Living Insurance* has come into being.

THE ADVANTAGES OF LIVING INSURANCE

What does *Living Insurance* mean?

It means benefits for the living. Benefits for the policyholder while he lives. If he dies, benefits for the family that lives on after him.

Among other things, it means insurance you can use

to strengthen your business — build toward your retirement — or send your children to college.

And never forget, it means insurance that is a source of funds in time of sickness and trouble.

Living Insurance today brings a new kind of financial security to over 93,000,000 Americans. Naturally, The Equitable is proud of its role in making this dynamic concept possible.

The **EQUITABLE**
Life Assurance Society of the U. S.

HOME OFFICE: 393 SEVENTH AVENUE, NEW YORK 1, N. Y.

Think of your Spine

*when you go to buy a mattress...
a level spine is the secret of a good night's sleep*

Exclusive Englander principle keeps spine level

Good sleep starts with a level spine—that's why the famous Englander Airfoam Sleep Ensemble with Englander's exclusive Red-Line foundation has long been the standard of quality in the bedding field.

Now you can get this same Englander Red-Line construction principle in an innerspring mattress . . . Englander's new Super Red-Line mattress.

It's the only innerspring mattress scientifically designed to keep your spine level all night long, no matter how your weight is distributed. You get the firm, level support you need for restful sleep—and wake up thoroughly refreshed in the morning. Here's why:

In Englander's exclusive Red-Line construction, spring coils are *free acting* at top and bottom (not

wired or stapled together or tied in thin cotton sacks). They are held together *in the middle* with strong ribbons of flexible steel—the Red-Line.

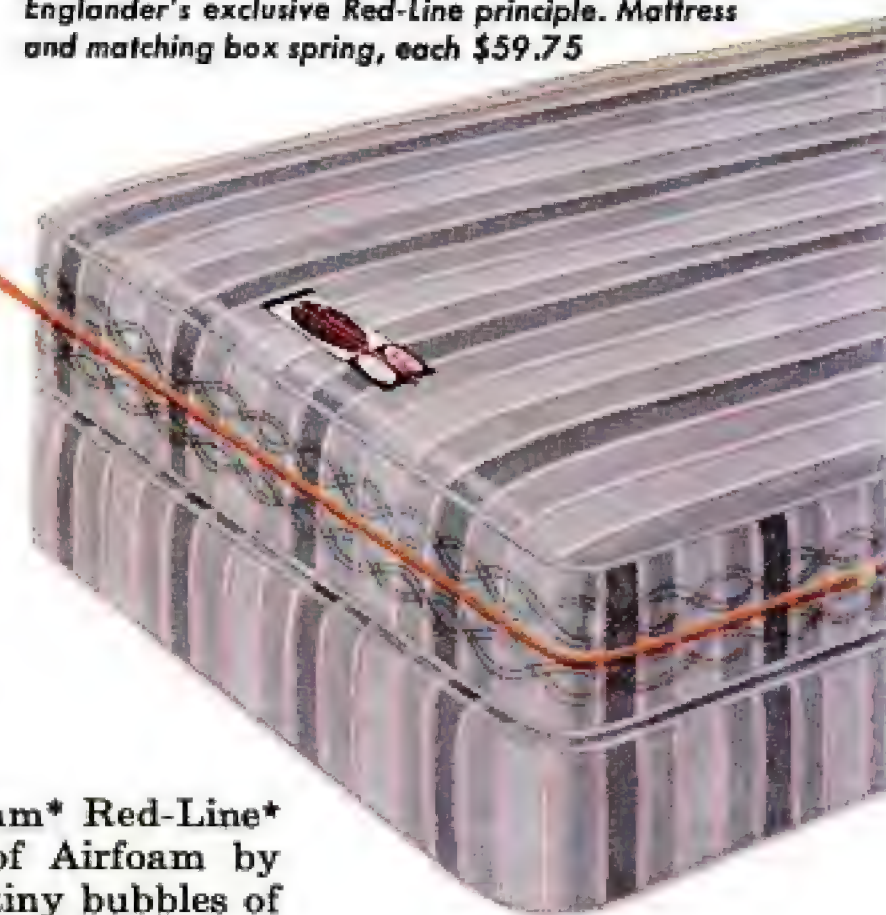
COMFORT
Above the Red-Line, the independently acting spring layer yields for comfort.

RED-LINE
Red-Line steel bands distribute body weight over entire mattress area.

FIRMNESS
Below the Red-Line, lower spring layer keeps spine level, gives firm support.

So when you go to buy a mattress, look for the Red-Line on Englander's New Super Red-Line innerspring mattress. No other mattress has this feature. Ask your furniture or department store for a free trial in your own home for 30 days. **\$59⁷⁵**

ENGLANDER'S NEW SUPER RED-LINE innerspring mattress gives firm, comfortable support, keeps your spine level with Englander's exclusive Red-Line principle. Mattress and matching box spring, each **\$59⁷⁵**



Englander

Red-Line

*No matter how you sleep,
you'll sleep better on an Englander*

AND ask to see Englander's famous Airfoam* Red-Line* Sleep Ensemble, too. Englander mattress of Airfoam by Goodyear cushions your body on millions of tiny bubbles of air. Exclusive Englander Red-Line foundation 1) yields to body weight, 2) provides firm support, 3) keeps your spine level. Mattress and foundation are made for each other. The standard of quality in foam-latex ensembles.

Englander Airfoam Mattress (Firm or Extra Firm) **\$79⁷⁵**
Englander Red-Line Foundation **\$69⁷⁵**



*Airfoam—T.M. The Goodyear Tire & Rubber Co. ★Red-Line—T.M. The Englander Company, Inc.
©1955 The Englander Company, Inc.

Airfoam
MADE ONLY BY
GOODYEAR
THE WORLD'S FINEST CUSHIONING



IN CITADEL THRONE ROOM MASSEY (SECOND FROM RIGHT) STANDS WITH STAFF, SON LIONEL, SON'S WIFE BY THRONE HE DOES NOT USE

ROYAL REPRESENTATIVE CHARMS QUEBEC

Canada's hard-working Vincent Massey strengthens loyalty of French-speaking citizens to British queen

Early this month the Canadian frigate *Buckingham* steamed into Quebec carrying a small, quiet man on a delicate mission for the British Crown. As Canada's official spokesman for Queen Elizabeth, Governor General Vincent Massey was making his annual visit to Quebec to pay his respects to the dominion's French Canadians and to reaffirm mildly the queen's sovereignty among all Canadians. In establishing a Quebec residence for four weeks each year, Massey is following a custom which dates back to 1759 when the British stormed the city and wrested Canada from France.

In addition to matters of state, the governor general's schedule involves considerable—and equally important—social activity. This year

Quebec's busiest party season was launched by his arrival. Settling himself in the massive Citadel, Massey promptly began to court the old city.

As in previous years His Excellency, the best-known and hardest-working governor general in Canada's history, arranged a staggering round of receptions, teas, balls and garden parties. Yet Massey is making a sincere effort to liberalize the lordly office of the governor general. He refuses to seat himself upon the traditional throne (*above*). And every afternoon he strolls through local parks, tipping his hat and addressing passers-by in French. Recently he greeted a Quebec lady who, recognizing him, turned to a friend and said, "Now isn't he just perfect for us?"

ATOP THE WALL OF QUEBEC'S HISTORIC CITADEL 750 GUESTS ATTEND GOVERNOR GENERAL'S GARDEN PARTY. THE CHATEAU FRONTENAC IS IN BACKGROUND



No more tears

from "soap in the eyes"



NEW

BABY SHAMPOO

Johnson & Johnson

WON'T BURN
or **IRRITATE** eyes!

- Leaves hair shining, easy to comb
- Pure, gentle, safe
- Wonderful for all the family

Royal Representative CONTINUED



WAVING FAREWELL to *Buckingham*, which brought him from Montreal, Massey happily observed, "She is fully manned and everyone is at attention."

CONTINUED

THE MODERN RICE

**One
change
any meat-
and-gravy man
will like!**

**Any woman can
cook it fluffy
every time**

In your heart you know it. You married a meat-and-gravy man who likes substantial meals and plain cooking. (And your children take after him.)

So tonight you're going to serve up some savory pot roast, plump pork chops, or a steak (if it's the day after payday) and go heavy on the gravy.

How are you going to ring in a change now and then? How are you going to keep him slim and trim without his howling that you're starving him to death?

HAVE YOU THOUGHT OF RICE?

Now don't go saying "That starchy stuff—it's fattening and hard to cook. Anyway, it would never satisfy *my* husband."

Now there's a new modern kind of rice . . . Uncle Ben's. To quote a leading national magazine, Uncle Ben's is "a white rice that's a complete food."

That means Uncle Ben's is extremely rich in all the B vitamins and minerals you find in unpolished rice. And unpolished rice is the good



Guaranteed to cook up fluffy every time—or your money back. In fact, we guarantee you can't cook it any way but fluffy. It never gets gummy, even after days in the refrigerator.

Today's vital generation is discovering Uncle Ben's, the modern rice. Rich in vitamins and minerals, fewer calories per average serving.

basic food that mankind grew up lean and tough on when history was young.

CHEFS AND NUTRITIONISTS AGREE

The country's nutritionists look on this new modern kind of rice as one of the great food developments of the century.

Its cooking qualities are so unusual that the country's leading chefs have made Uncle Ben's the standard rice in such elegant eateries as the

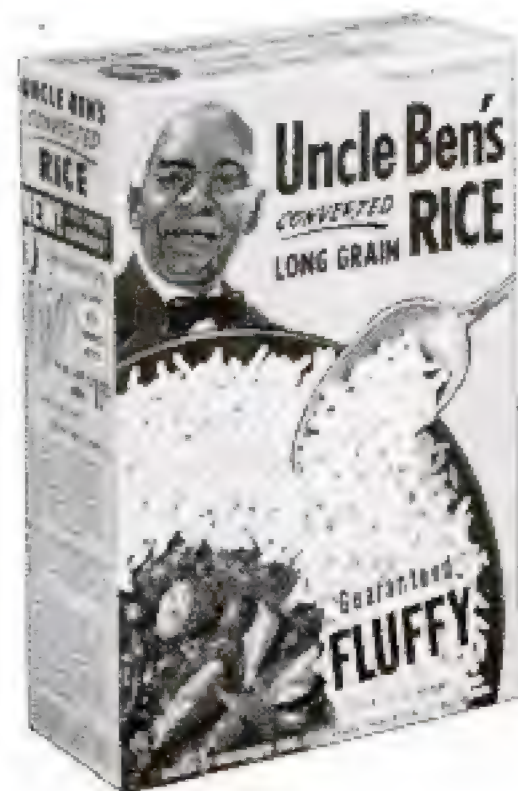
Pump Room in Chicago and the Brown Derby in Hollywood.

YOU CAN'T FAIL TO COOK IT RIGHT

But you don't have to be a fancy chef to handle Uncle Ben's. It cooks up fluffy every time. We guarantee it. Each grain stands apart. As we say in our slogan, "Each grain salutes you."

All in all, Uncle Ben's makes it mighty easy for you to look like a mighty smart member of this new slim, trim generation. You get vitamins and minerals, you get less calories per average serving, you get a substantial food that's just made to go with meat and gravy.

Why don't you try this modern rice with the sunny-colored grains that always cook up soft, white, and fluffy? The name is Uncle Ben's.



Uncle Ben's
CONVERTED
LONG GRAIN RICE

"Uncle Ben's" and "Converted" are trademarks of Converted Rice, Inc., Houston, Texas. ©1955 Converted Rice, Inc.



It pays to stop at your shoe repair shop

You'll be amazed at the extra comfort and wear today's shoe serviceman can build into a pair of your old shoes while making them *look like new again!* You'll see that in his skilled hands modern, scientifically perfect repair materials are your best buy every time.

NEOLITE Plug Heels for long, comfortable wear. Famous-for-comfort Goodyear rubber with NEOLITE plugs at points of greatest wear.

NEOLITE Soles are remarkably light and flexible . . . easy-going from the very first step. And that famous NEOLITE wear keeps your shoe bills 'way down.

SPECIAL OFFER!

BOY'S or GIRL'S VINYLFILM

RAINCOAT and HAT

**\$2.95 VALUE
ONLY \$1**

with special coupon you'll receive when you have shoes repaired with products made only by Goodyear.

Made of Vinylfilm in slicker yellow. Lightweight, yet sturdy—will last for years. Cleans easily with a damp cloth. Coats have two large flap pockets, gripper fasteners, fabric-lined stand-up collar. Matching sou'wester rain hat included. Available in three sizes: Small (4-6), Medium (8-10), Large (12-14). Indicate size wanted on the special coupon when ordering. Coupons must be redeemed by January 1, 1936.

Get full details from your shoe repairman



NEOLITE

SOLES and HEELS

MADE ONLY BY **GOODYEAR**

NEOLITE, AN ELASTOMER-RESIN BLEND, T. M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

Royal Representative CONTINUED



ASSISTING A LADY, Massey escorts Mme. Albert Sevigny to formal dinner. Behind are Mrs. Lionel Massey, Quebec's Lieut. Governor Gaspard Fauteaux.



BENEATH HIS STANDARD Massey looks out from Citadel wall. Visiting Canada's provinces, he has traveled 100,000 miles in three years of office.



COPY. 1956, CARNATION CO.

Contented-his doctor recommended Carnation

8 out of 10 mothers who feed their babies a Carnation formula say: "My doctor recommended it."

And no wonder! For Carnation is *safer, more nourishing and more digestible* than any other other form of milk for baby's bottle. Yet this *proven* milk for infant feeding costs far less than prepared formulas. Ask *your* doctor about Carnation. It's the milk every doctor knows.

SEND TODAY for free copy of "You and Your Contented Baby," 64 illustrated pages of interest to every mother. Address Mary Blake, Carnation Co., Dept. LM-1051, Los Angeles 36, California.



HOW TO GET THE MOST FOR



What a wonderful difference carpet makes! Your home will have warmth, color, beauty and a feeling of comfort with carpet.



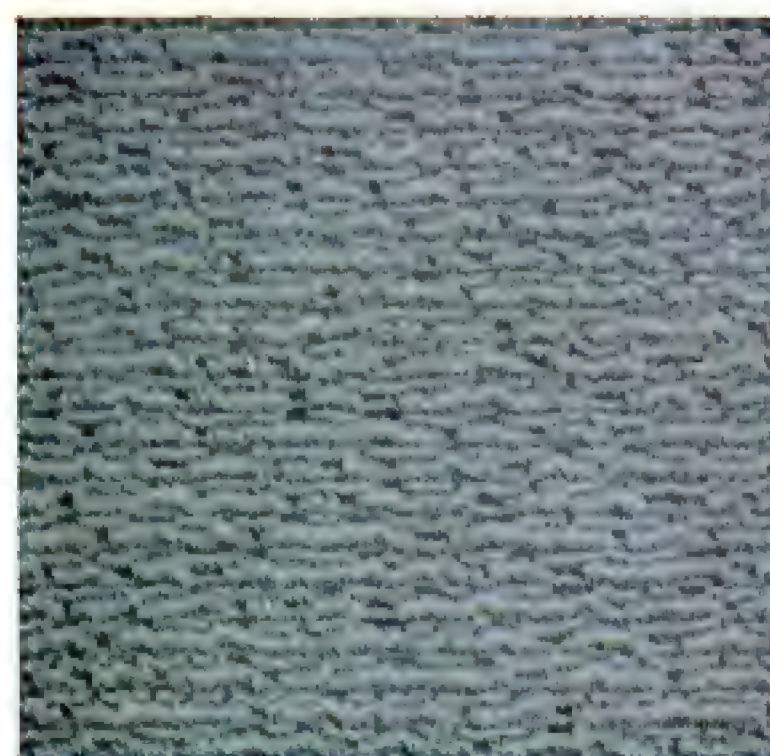
*Carpet will work a decorative miracle for you!
Here's how to invest wisely and well . . .*

1 Consider Color . . . carpet dominates a room. Warm colors with lots of reds and yellows make a room feel cozy. Cool colors with blues and greens seem to push walls back for a spacious effect. However, light colors tend to show soil faster than deeper shades. For this reason, location and use will affect your color choice.



2 Compare Quality and Price . . . carpet is a long-term investment. Buy the best quality you can afford. Choose a carpet with a nationally-known brand name. Reliable manufacturers use only fine material and thoroughly check and test carpet before affixing their label.

3 See a Wide Selection . . . wool, rayon, cotton and nylon fibers all have certain advantages. Wool is resilient, durable, and requires a minimum of maintenance. Rayon is long-wearing, brilliant in color but is not as springy as wool. Cotton is colorful, durable, but mats quickly. Nylon is colorful, springy and expensive. All Gulistan Carpets of cotton, rayon, nylon are treated with Resistsoil, a patented process that retards soiling.



Luxurious, durable, resilient wool, woven on several levels. Rippling effect is an excellent background for the clean-cut lines of modern furniture . . . Gulistan Trianon.

Under \$13.00 a sq. yd.



An attractive pattern adds individuality to a room. Two shades of the same color (tone-on-tone) help make footprints and soil practically invisible . . . all-wool Gulistan Grenadier.

Under \$12.00 a sq. yd.



The graceful sculptured design of the all-wool Wilton carpet provides a "just right" background for the polished woods of period styles . . . Gulistan Renaissance.

Under \$20.00 a sq. yd.



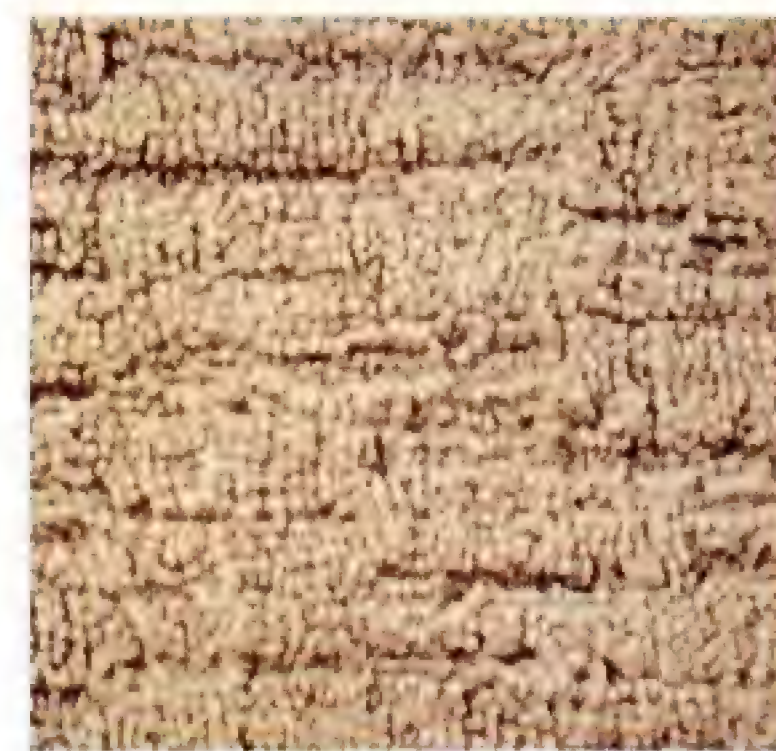
One solid shade creates a background of spaciousness. Hard twist all-wool carpet is as long wearing as it's beautiful. It hides footprints too . . . Gulistan Friezette.

Under \$17.00 a sq. yd.



Beauty that captures the feeling of modern casual living and the traditional hook rug. All-wool multi-colored face hides footsteps. Gulistan Pepper Ridge.

Under \$12.00 a sq. yd.



Looped on several levels . . . one color, yet natural shadows give it an interesting texture. Practical . . . nylon and rayon . . . treated with Resistsoil . . . Gulistan Sequoia.

Under \$10.00 a sq. yd.

Over 25 qualities and 170 colors
GULISTAN
Costs no more

MADE IN THE U. S. A. BY AMERICAN CRAFTSMEN

YOUR CARPET DOLLAR



Made from 90% special Avisco carpet rayon and 10% nylon, this velvety carpet with its dense pile retards soiling . . . it's treated with Resistsoil! Gulistan Chanteclair.
Under \$10.00 a sq. yd.



A crisp, new styling effect. The spangle design will be an exciting accent for a traditional or modern room. 100% virgin wool pile, white latex back . . . Gulistan Brilliance.
Under \$12.00 a sq. yd.



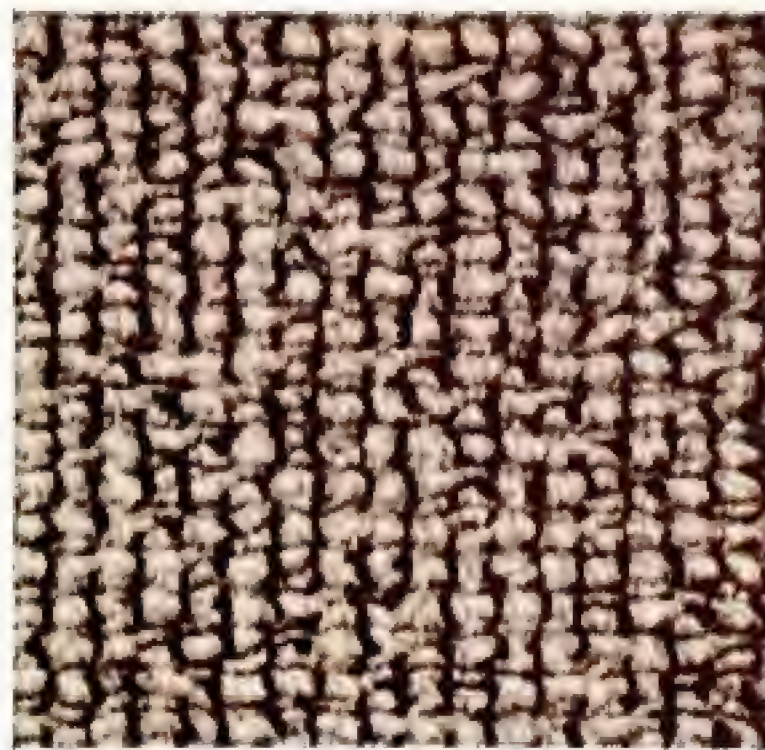
All-wool sculptured carpet woven on three separate levels, cleanly defines this magnificent pattern. One solid shade makes it right for any room . . . Gulistan Pedigree.
Under \$14.00 a sq. yd.



Deep, thick pile denotes luxury in every sense of the word. Classic plain velvet carpet, woven of the finest wools, will wear for years . . . Gulistan Coronation.
Under \$18.00 a sq. yd.



Magnificent texture, achieved with varying colors and pile level, imparts sparkle and charm to this exquisite swirling design of multi-level Gulistan Seascape.
Under \$12.00 a sq. yd.



An unusual all-wool textured carpet in a smart tweed effect. Easy to care for, the several levels of looped pile give it added luxury and wear. Gulistan Braeburn.
Under \$13.00 a sq. yd.

from \$6⁵⁰ to \$31⁵⁰ a yard
CARPET
than ordinary carpet

A. & M. KARAGHEUSIAN, INC., FIFTH AVENUE, NEW YORK 16, N. Y.

4 Choose a Reputable Dealer

. . . a good dealer features the brands of reliable American manufacturers. He knows these companies have rigid standards and stand behind their products. A good dealer is an expert, who will advise you well and who is ready to guarantee satisfaction. Every Certified Gulistan Carpet Dealer is carefully selected for reliability.



5 Avoid Cut-Rate Bargains

. . . an unknown carpet that seems like such a "buy" usually is an expensive luxury. Many foreign carpets are cheap copies of American weaves. If cheap material is used, carpet wears out quickly. Unbranded, cut-rate copies of recognized brands offer poor value. Buy a properly labeled, nationally-known American brand name carpet . . . for lasting satisfaction.

6 Insist on Expert Installation

. . . for room beauty and long wear. Have your room measured by an expert if you choose wall-to-wall carpet. He will advise on the best method of installation and lay it properly. A good pad adds a luxurious feeling and insures longer wear.



7 Preserve Beauty with Proper Care . . .

carpet is easy to maintain . . . a whisk of the vacuum and . . . presto . . . your carpet is like new again. No sore knees from scrubbing, no backbreaking waxing.

8 Look for This Sign . . .

it identifies your reliable Certified Gulistan Carpet Dealer. He will show you a wide selection of Gulistan Carpet and be eager to help you get the most for your carpet dollar.



FREE! Send now for gift packet of informative booklets on how to plan, choose and care for carpet by Carole Winslow, famous Gulistan Carpet Home Decorator. Hurry! Quantities are limited.

CAROLE WINSLOW, Home Decorator
GULISTAN CARPET
295 Fifth Avenue, New York 16, N. Y.

Please send me absolutely free your informative booklets on how to plan, choose and care for carpet.

NAME
ADDRESS
CITY ZONE
STATE



In tune with modern taste...

Pepsi-Cola is the light refreshment

BRIGHT PROSPECTS for a happy future!
And their best insurance is the care
modern people know how to take of themselves.

They've learned that watching their waistlines
means they'll not only look better, but feel
better—with every chance of living longer too.

So it's no accident that the modern, sensible

trend in diet is towards lighter, less filling food
and drink.

And no accident that Pepsi-Cola is the
modern, the light refreshment. It has merely
kept up with modern taste.

Today's Pepsi-Cola is never heavy, never too
sweet. It refreshes without filling. Have a Pepsi.



Refreshes without filling



NEW USE FOR A DA VINCI DESIGN

Exactly 450 years ago Leonardo da Vinci conceived a wing-flapping contraption that would fly like a bird and carefully sketched the details for posterity. No one did anything about putting the great artist's design into mass production until a toy inventor, William Sears, and a manufacturer, Selmer Kron of Denver, adapted Da Vinci's design into the air-worthy flying machines shown fluttering around the delighted boy above.

The mechanics of Wing-e-es, as the toy birds are called, involves eight tightly wound rubber bands which unwind to turn a piano wire crankshaft coupled by two elbow bends to wire wing frames. As the bent crankshaft spins, the wings flap and Wing-e-e flies. Indoors the toy's plastic frame and wings will withstand regular collisions with walls. Outdoors Wing-e-e's flapping wings can flutter it as far as a city block and a half.

"TWININSULATE"

SLASH HEAT BILLS up to 25% with new double-action INSULATION

SIMPLY by insulating your attic with new Gold Bond TWINSULATION you can actually have lower heat bills—up to 25% lower than last year's—this winter and every winter. And next summer, TWINSULATION will keep your house up to 15° cooler!

Gold Bond TWINSULATION gives you remarkable double-action insulating power. That's because TWINSULATION* has a silvery aluminum covering *all* around a core of fireproof rock wool—finest of all insulating materials. This covering reflects heat from *both* sides.

You can completely TWINSULATE the average size attic in a few hours. The lightweight blankets are stiff and rugged, easiest of all to use. Here's why: the rock wool core is *sealed to both sides* of the casing. Just use a stapler . . . that's all there is to it. Stapler available at your Gold Bond lumber and building supply dealer.

Won't it be a nice surprise to start getting lower heat bills . . . to get steadier, more comfortable heat this winter? That's what's in store for you if you TWINSULATE . . . *now!*

NATIONAL GYPSUM COMPANY
BUFFALO 2, N. Y.

*Twinsulation is a registered trademark of the National Gypsum Company.



ACTUAL PICTURE of a house saved from complete fire destruction by fireproof rock wool attic insulation! Arrow indicates point at which rock wool blocked flames until brought under control.



EXCLUSIVE new Gold Bond TWINSULATION combines aluminum foil *and* rock wool to give you the most efficient insulating material you can buy. Protects against condensation, too. Flange makes fastening easy and secure.



DOUBLE ACTION TWINSULATION keeps precious heat from escaping in wintertime, lowers your heat bills up to 25%. In summer, it keeps broiling sun-heat out . . . lowers indoor temperatures up to 15°.

Save with
Gold Bond®
ROCK WOOL INSULATION

FREE BOOKLET!

INFORMATIVE fact-packed Gold Bond book on the value of home insulation. Full of interesting facts, with tables that let you figure your own heat savings after insulating with Gold Bond! Get it at your Gold Bond dealer's listed at right, or write to National Gypsum Company, Dept. L-105, Buffalo 2, N. Y.



Go to your favorite
Gold Bond dealer
listed at right!

THIS WEEKEND

ALABAMA

Albertville... W. L. Howard Sply. Co.
Anniston... Hall Bldg. Mtl. Co.
Athens... S. G. Flanagan Lmbr. Co.
Atalla... Noojin Farm Sply. Co.
Birmingham
Big Four Co., 6424 First Av. N.
Dumont Rtg. & Sdg. 131 Third Av. N.
Grayson Lmbr. Co., 715 N. 39th
Stratton & Terstege Co. 3201 7th Av.
Decatur... Valley Lmbr. & Sply. Co.
Falkville... Falkville Bldg. & Sply.
Florence... Florence Lmbr. Co.
Gadsden... W. E. Owens Lmbr. Co.
Glen... Owens Lmbr. Co.
Guntersville... Guntersville Lmbr.
Huntsville... Dilworth Lmbr. Co.
Lanett... Cook & Sons Lmbr. Co.
Montgomery
Bear Lmbr. Co.
Marshall Lmbr. & Mtl. Co.
Montgomery Bldg. Mtl. Co.
Moulton... Littell Lmbr. Co.
Phenix City... Ralston Coal Co.
Scottsboro... W. D. Word Lmbr.
Talladega... Talladega Hdwe. Co.
Tuskegee... Conner Bros.

ARIZONA

Mesa... Comatco
Phoenix... Arizona Home Improvmt.
Tucson
Cardinal Ins. Co., 5738 E. 1st
O'Malley Lmbr., 211 N. 4th Av.
Pett's Bldrs., 1011 N. Ferguson
Wood Bros. Lmbr. Co., 2750 S. 4th Av.

ARKANSAS

Bald Knob... Forbes & Co.
Batesville... Bldrs. Supply Co.
Benton... C. W. Lewis Lmbr.
Blytheville... Miss. City Lmbr.
Camden... White City Bldg. Mtl. Co.
Charleston... McConnell Lmbr. Co.
Conway... City Lmbr. Co.
Fort Smith... Lang-Bell Lmbr. Co.
Garden... Rudolph & Co.
Helena... C. M. Johnston & Sons
Hot Springs... C. J. Horner Co.
Jonesboro... Dirs. Serv. of Ark.
Little Rock
Darragh Co., 1401 E. 6th
Fridde Lmbr., 7405 Cantrell Rd.
J. R. Grobmyer Lmbr., 2800 W. 15th
Long Bell Lmbr. Co., 4501 Asher Av.
Monarch Mill & Lmbr., 2611 W. 7th
Robinson Lmbr., 2615 W. 12th
West End Lmbr., 2800 Asher Av.
Magnolia... Peace Bldrs. Sply. Co.
Malvern... R. E. Norwood Lmbr. Co.
Manila... McCully-McKinnon Co.
Newport
Dixie Lumber Co.
Moore & Cone Lumber Co.
North Little Rock
Arkmo Lmbr. Co., 1000 W. 3rd
Searcy... Wood-Freeman Lmbr. Co.

COLORADO

Arvada... J. W. Metz Lumber Co.
Boulder... Miles D. Bradfield Lmbr.
Brighton... United Lmbr. & Hdwe. Co.
Colorado Springs
El Paso City Lmbr., 3131 N. Nevada
Everitt Lmbr., 228 E. Fillmore
Denver
A.B.Z. Lmbr. Co., 3170 W. Alameda
Barnett Co., 3800 Wynkoop
Barr Lmbr. Co., 5055 Washington St.
E. Denver Lmbr., 3812 Brighton Blvd.
Economy Lmbr., 350 S. Colorado Rd.
Standard Lmbr., 990 Federal Blvd.
Derby... Derby Lmbr. & Supply Co.
Englewood
Arapahoe Lmbr., 4700 So. Broadway
Englewood Lmbr., 60 E. Floyd
Grand Junction
Burke Lmbr., 659 South Av.
Harbert Lmbr. Co., 204 North Av.
Lafayette... Lafayette Lmbr. Co.
Louisville... J. J. Steinbaugh Lmbr.

CONNECTICUT

Ansonia... Ansonia Lmbr. Co.
Bantam... Perrett Bros. Lmbr. Co.
Bethel... Terry Lumber Co.
Bridgeport
Bridgeport Lmbr., 310 Reservoir Av.
City Lmbr. Co., 75 Third St.
Homer C. Godfrey, 315 Sylvan Av.
F. H. Hannan Sply., 1316 Barnum Av.
Standard Lmbr. & Sply. Co., 1 East Av.
Bristol... The Scarritt Lmbr. Co.
Byram... Interstate Lmbr. & Mill
Colchester... Colchester Lmbr. Co.
Collinsville... Miner Lmbr. Co.
Darien... Rings End Fuel Co.
Derby... Housatonic Lumber
Devon... Devon Bldrs. Supply
E. Hampton... E. Hampton Lmbr. & Coal
East River... DeForest & Hotchkiss Co.
Greenwich... Wootton Lmbr. Co.
Groton... The Groton Lmbr. Co.
Hamden
Centerville Lmbr., 2308 Whitney Av.
The Coast Lmbr., 1041 Dixwell Av.
Hartford
Capitol City Lmbr., 1400 Park St.
Hartford Bldg. Sply., 593 Windsor
Manchester
W. H. England, 540 E. Middle Tpke.
Manchester Lmbr., 255 Center St.
Meriden... Lyon and Billard Co.
Middletown
L. O. & E. S. Davis Lmbr. Co.
Gustav Loewenthal Lmbr. Co.
Milford... Milford Lumber Co.
Moodus... Moodus Lumber Co.
Mystic... Cottrell Lmbr. Co.
Naugatuck... The Naugatuck Lmbr. Co.

New Britain... The City Bldg. Sply. Co.
New Canaan
N. Canaan Fuel & Lmbr., 216 Elm St.
Weed and Durysa, 30 Grove St.
New Haven
Batter Bldg. Mtl. Co., 224 Clay St.
Columbia Lmbr., 418 Columbus Av.
DeForest & Hotchkiss, 115 Water St.
Draxen Lmbr. Co., 144 Water St.
The Howard Co., 228 Boulevard
Lampson Lmbr., 167 Water St.
New London... Chappell Bldg. Sply.
New Milford... L. Jackson & Son
Newton... Newton Lumber Co.
Niantic... Niantic Lumber Co.
Norwalk... Norwalk Lumber Co.
Norwich... The Norwich Lmbr. Co.
Plainville... The Forrester Lmbr. Co.
Ridgfield... Ridgfield Sply. Co.
Rockville... F. W. Bradley
Shelton... Bldrs. Lmbr. & Sply.
Southbury... Southbury Bldg. Sply. Inc.
Southington
Boyce Lumber Co., Summer St.
Southington Lmbr., 26 Bristol St.
Stamford
Gelman & Judd Co., 465 Canal St.
Plotkin Lmbr., 81 Southfield Rd.
Stratford... Acme Supplies Inc.
Thomaston... Thomaston Lmbr. Co.
Torrington... Litchfield Hills Lmbr.
Unionville... Sanford & Hawley Inc.
Wallingford
Locks & Clarke, 9 Ernest
The C. F. Wooding Co.
Washington... Washington Sply. Co.
Waterbury
Eagle Bldg. Sply., 266 Railroad Hill
Seigiano Lmbr. Co., 27 Division St.
J. E. Smith & Co., 43-65 Benedict St.
Watertown... Watertown Bldg. Sply.
W. Cheshire... The Cheshire Lmbr. Co.
West Hartford... Tongren & Son
Westport... Westport Bldrs. Sply.
W. Willington... W. C. Ruby & Son
Willimantic... Willimantic Lmbr. & Coal
Wilton
Gelman & Judd Co., 37 Danbury Rd.
Wilton Sply. Co., Route No. 7
Windsor Locks... Windsor Locks Lmbr.

DELAWARE

Camden... Simpson Lumber Co.
Dover... M. A. Hartnett Inc.
Elsmere... A. H. Angerstein
Houston... Houston Lumber Co.
Laurel... O'Neal Bros.
Millsboro... Houston White Lmbr.
Newark
E. J. Hollingsworth, 65 N. College
Newark Lmbr., 221 E. Main St.
New Castle... J. T. & E. E. Eliason
St. Georges... St. Georges Lmbr.
Seaford... Hasting & Eskridge Lmbr.
Wilmington
Silverside Supply, 810 Silverside Rd.
Carl Springer Sply., 1100 Grant Av.
D.C., Washington
Baltimore Lmbr., 1600 N. Y. Av. N. E.
Gallagher & Kilmickiewicz 1334 11th St.
Griffith Consumers, 1413 N. Y. Av.

FLORIDA

Auburndale... Auburndale Lmbr. Co.
Bartow... Imperial Lmbr. Co.
Boynton Beach... Gulf Stream Lmbr. Co.
Bradenton... Zoller Lmbr. Co.
Clearwater... W. W. Blackburn Lmbr.
Cocoa... Two by Four, Inc.
Coral Gables... Renaut Lmbr. Yds.
Daytona Beach... Mitchell & Alexander
Delray Beach... Ocean City Lmbr. Co.
Fernandina Beach... Nassau Bldg.
Ft. Myers... Jerome Lmbr. & Sply.
Ft. Pierce... E. Coast Lmbr. & Sply.
Gainesville... Baird Hdwe. Co.
Homestead... Brooker Lmbr. Co.
Jacksonville
Cash Bldg. Mtl., 564 Stockton St.
Covington Lmbr., 4509 St. Johns Av.
Cowell Lmbr. Co., 2345 Dennis St.
Crosby Lmbr., 1820 Kings Av.
Crosby-Knight Lmbr., Acorn St.
Florida Retail Lmbr., 7770 W. Beaver
Lakeland... McGinnis Lmbr. Co.
Lake Worth... Rauterson's Inc.
Leesburg... Ro-Mac Lmbr. & Sply.
Miami
Bailey's Lmbr., 1635 N.W. 28th St.
Renaut Lmbr., 660 N.E. 96 H.
Rose-Saxon Lmbr., 1050 N.W. 21st
27th Av. Lmbr., 7403 N.W. 27th
New Smyrna Bch. Mitchell & Alexander
N. Miami Beach Arch Creek Lmbr. Co.
Orlando
Ivanhoe Lmbr. & Sply. Co.
Phillips Industries Inc.
Plant City... McGinnis Lmbr. Co.
St. Petersburg... Rieck & Fleese
Sanford... Sherman Concrete Pipe Co.
Sarasota... Walker-Hallowell
Sebring
MacKay Millwork & Bldg. Mtl. Sply.
Tallahassee
Leon Bldrs. Sply., 805 W. Gaines St.
Ro-Mac Lmbr., 631 W. Madison St.
Seabrook Hdwe., 213 S. Adams St.
Tallahassee Bldrs. Sply. Co.
Corner Gales & Woodward
L.A. Yates & Sons 706 W. Gaines St.
Tampa
Del Valle Bros., 401 Nebraska Av.
Fla. Art Stucco, 27th St. & 2nd Av.
Home Bldrs. Sply., 1105 Ellamae
Lindsey Lmbr. Co., Gandy Blvd.
London Hdwe. Co., 401 W. Cass St.
Peninsular Lmbr., 901 N. Dale Mabry
Wauchula... Nicholson Sply. Co.
West Palm Beach

Lainhart & Potter, 435 Gardenia St.
Logan-Moore & Shirk Lmbr. Co.
500 Hamilton Rd.
Winter Haven Wntz. Hvy. Planing Mills

GEORGIA

Adairsville
Adairsville Hardware & Sply. Co.
King & Dodd Lmbr. Co.
Adel... Adel Trading Co.
Albany
E. Albany Lmbr., Sylvester Rd.
Crouch Lmbr., 1410 Jackson St.
Smith Lmbr. Co., 113 Pine Av.
Watkins Lmbr., Old Leesburg Rd.
Woodard Lmbr., W. Roosevelt Av.
Americus
Shiver Lmbr., 720 W. Church St.
G.A. Tye & Sons, 706 Adderton St.
Atlanta
Aldridge Gen. Sply. 2560 Bnkhld. Hwy.
Anderson-McGriff Co., 1335 Marietta Blvd. N.W.
Atlanta Bldrs. Sply. 1700 Blvd. N.E.
Bankhead Bldg. Sply. 3045 Bnkhld. Hwy.
Brand-Vaughan, 1824 Murphy Av.
Buckhead Sply., 3197 Roswell Rd.
Callaway Bldrs. Sply. 27 Waddell St.
East Side Lmbr., 1762 Wekaib N.E.
Frank G. Lake Lmbr. 100 Haynes St.
N. Fulton Lmbr., 245 Pharr Rd. N.E.
Robt. Spector, 183 Peters St. S.W.
West Lmbr. Co., 1491 Piedmont Av.
Williams Bros., 934 Glenwood Av.
Augusta
Augusta Bldg. Sply., 1559 Broad St.
Perkins Lmbr., 619-13th St.
Pratt-Dudley Bldrs. Sply. Co., 525 Fifteenth St. and 629 Tenth St.
Austell
B. & L. Supply Co.
Holloway Lmbr. Co., Route No. 2
Bainbridge... L. Kwilecki's Sons

FIND YOUR GOLD BOND LUMBER AND BUILDING PRODUCTS DEALER HERE

Ben Hill... Ben Hill Lmbr. & Sply.
Brunswick
Builders Supply of Brunswick
Coney & Parker Co.
Cairo... Roddenberry Hdwe. Co.
Calhoun
Moore Builders Hardware
J. L. Swanson Bldg. Supply Co.
Cartersville... Knight Mercantile Co.
Chamblee... Chamblee Lmbr. Co.
Chatsworth
W. C. Bradley Supply
Chatsworth Cabinet & Sply. Co.
Clayton... Reeves Hardware Co.
College Park... College Park Sply. Co.
Columbus... Columbus Lmbr. & Sply.
Cordele... Cordele Bldrs. Sply. Co.
Dalton
Acme Lumber & Supply Co.
Cherokee Builders Supply
Douglasville... Builders Sply. Co.
Dublin
Cochran Bros. Co.
Cordell Lmbr. Co.
Ellijay... Waters Bldg. Sply. Co.
Fairburn... Miller Lmbr. Co.
Fayetteville... Farmers & Bldrs. Sply.
Fitzgerald... Standard Sply. Co.
Gainesville... Chambers Lmbr. Co.
Jasper... Jasper Hdwe. Co.
La Grange... La Grange Bldg. Sply.
Lyons... Lyons Hdwe. Co.
Macon
City Bldrs. Sply. Co., Terminal Av.
Gray Lmbr. & Sply., 641 Wilson St.
Manchester... McDowell Hardware
Marietta... Marietta Lmbr. Co.
Metter... Trapnell-Tomlinson Hdwe.
Milledgeville
C. Goldstein & Sons
P. N. McMullen Bldg. Sply. Co.
Newnan... Hollis Lmbr. & Sply. Co.
Richland... H. L. Moore Co.
Rockmart... Morgan Hardware Co.
Rome... Rome Bldrs. Sply. Inc.
Savannah
Harmon Inc., 337 W. Broad St.
Savannah Lmbr., 2819 Bull St.
Smyrna... Tatum Lumber Co.
Statesboro... Walter Aldred Co.
Summerville
J. G. Allen Hdwe.
Bryant & Sons Lmbr.
Sylvania... Farmers Hdwe. Co.
Thomasville... Modern Bldrs. Inc.
Tifton
Roddenberry Hdwe. Cor. Love & 2nd
Short & Paulk Sply. 512 S. Main St.
Toccoa... Martin & Green, Inc.
Union City... Ed. M. Green Co.
Valdosta
J. N. Bray Co.
Nichols Builders Supply
Vidalia... Vidalia Hardware Co.
Warner Robins... Warner Robins Sply.
Washington... Johnson Bldrs. Sply.
Waycross
Business Inc.
Mayo Bros. Inc.
ILLINOIS
Addieville... Addieville Lmbr. Co.
Anna... Anna-Jonesboro Lmbr. Co.
Aurora
Globe Lmbr., 1500 New York St.
Grayson Bronson, 720 Terry Av.

White & Todd, 52 S. Lake St.
Avidon... Avidon Lmbr. Co.
Benton... Slottier-Herrin Lmbr. Co.
Bloomington... Sakemiller Lmbr. Co.
Bradley... J. E. DeSelm
Canton... Demier Lmbr. Co.
Carbondale
Carbondale Lmbr. 115 S. Washington
Home Lmbr. Co., M. Hwy. 51
Caseville... Caseville Lmbr. Co.
Champaign... Thompson Lmbr. Co.
Chatsworth... Livingston Sales Co.
Chicago
Harvey Lmbr., 1731 W. Cermak Rd.
Lee Lmbr., 633 W. Pershing Rd.
Miller Bros., 4918 W. Lawrence Av.
C. Strassburg 6801 W. Irving Pk. Rd.
Clare... Southern Illinois Lmbr. Co.
Clay City... Clay City Lmbr. Co.
Clinton... E. Kent & Co.
Collinsville... Gauze Lmbr. Co.
Columbia... Monroe Bldg. Sply. Co.
Cortland... Cortland Chase Yards
Decatur... Thompson Lmbr. Co.
Deer Creek... Rabeurs Bldg. Sply.
De Kalb... Hallgren Lmbr. Co.
Des Plaines... Sigwalt Lmbr. & Coal
Downers Grove... Boddy McKnight Co.
Dundee... Dundee Lmbr. Co.
Dupo... Dupo Lmbr. & Hdwe. Co.
East Moline... Dimock-Gould & Co.
Easton... J. H. Fager Lmbr. Co.
Effingham... Ludwig Lmbr. Co.
Elburn... Elburn Cooperative Co.
El Dorado... Burnett Lmbr. Co.
Elgin... McClure & Strunkman
Elmwood Park... Bissell Lmbr. & Wrkg.
El Paso
El Paso Elevator Co.
Kent Lumber & Coal Co.
Evanston... Evanston Bldrs. Lmbr. Co.
Evergreen Park... Ed. Hines Lmbr. Co.
Fairfield... So. Illinois Lmbr. Co.

Winnetka, Winnetka Coal-Lumber Co.
Woodriver... Stolze Lmbr. Co.
Woodstock... Hall-Eckert
Yorkville... Farmers Elevator Co.

INDIANA

Albany... Hollowell & Sons Lmbr. Yd.
Alexandria... Alexandria Lmbr. Co.
Anderson
Madison Co. Lmbr. 1421 Jackson St.
Matthew Lmbr., 8th & John Sts.
Petersen Lmbr., 1701 Ohio Av.
Sallina Lmbr., 215 Jackson St.
Batesville... W. A. Gutzwiller Co.
Bedford... Bedford Bldg. Supply
Bloomington... Kinser Lumber Co.
Brownstown... Lucas-Ackerman Bldg.
Burlington... Barnard Lumber Co.
Cheslerston... Cheslerston Lmbr. & Sply.
Chrisney... Tableman Bros. Lmbr.
Columbus... Wendel's Inc.
Cook
Cook Sply. Co., Route 41
Wilbur Lmbr. Co., P.O. Cedar Lake
Crown Point... Crown Pt. Lmbr. Co.
East Chicago... Winston Lmbr. & Sply.
Elkhart
Bill's Lmbr. & Sply., 1017 Cassopolis
Cripe Lmbr. & Sply., 5300 S. Main
Evansville
Crane Bros. Lmbr., 300 N. Willow Rd.
E. Side Lmbr., 1201 E. Riverside Dr.
Evanston Lmbr., 1700 W. Franklin
Stremming Lmbr., 1101-04 N. 4th Av.
Ferdinand... Lueken & Pund Bldg. Sply.
Fortville... Ward Lumber Co.
Franklin... Black-Hamke Lmbr. Co.
Garrett... Garrett Lmbr. Co.
Gary... Foster Lmbr. Co.
Goldsmith... Goldsmith Lmbr. Co.
Greencastle... Black Lmbr. Co.
Hammond
A. A. Bldrs. Sply., 4939 Calumet Av.
Hammond Lmbr., 5019 Oakley Av.
Lake City Lmbr., 2391-169th St.
Sheffield Coal & Sply., 4648 Sheffield
Highland... Highland Lmbr. & Coal Co.
Hobart
Hobart Lmbr. Co., 630 Main St.
Mitchell's Lmbr., E. Illinois St.
Scharbach Lmbr., 202 Linda St.
Holland... Holland Planning Mtl.
Huntingburg... Fischer Bldg. Mtl.
Indianapolis
Associated Mtls., 3147 Madison Av.
Brightwood Lmbr., 2121 N. Dearborn
Burnel-Binford Lmbr., 1401-W. 30th
McCormick Lmbr. Co., 702 N. Tibbs
Phelps Coal & Lmbr., 5543 Bonna Av.
Spickelmier Co., 1100 E. 52nd St.
Jasper... Messmer Lmbr. Co.
Kokomo
Armstrong Landon Co.
Howard County Lumber Co.
Lafayette... Lawson Lumber Co.
Lawrence... McCormick Lmbr. Co.
Lawrenceburg... Lawrenceburg Lmbr. Co.
Logansport... Brown Lumber Co.
Lowell... Lowell Lumber Co.
Marion
Commercial Lumber Co.
Custer Lmbr., 1017 So. Washington
Michigan City... Stout Bldg. Mtl. Co.
Muncie
Delaware Co. Lmbr. 723 S. Council St.
Kirby Wood Lmbr., 900 S. Liberty
Muncie Lmbr., 316 Ohio Av.
Munster... Munster Lmbr. & Sply. Co.
New Waverly... Cripe Elevator Co.
N. Manchester... Frantz Lmbr. Co.
Osceola... Osceola Planning Mtl.
Parker... Randolph Lmbr. & Sply. Co.
Peru... Peru Lumber Co.
Plainfield... Leech Lumber Co.
Porter... Porter Lmbr. & Coal Co.
Richmond... Commons Lmbr. Co.
Rockport... Rockport Lmbr. Co.
Rockville... Ferguson Lumber Co.
Rushville... Lawrence Clark & Son
Scherverville... Scherverville Lmbr.
Silver Lake... Miller & Sons Lmbr.
South Bend... Building Mtl. Specialty
Tipton... A.B. Cochran & Sons Lmbr.
Valparaiso... Ind. Construction Mtl.
Versailles... W.M. Hunter & Sons
Vincennes... Neihaus Lumber Co.
Wanatah... Wanatah Mercantile Co.

IOWA

Bettendorf... Dimock-Gould & Co.
Burlington... Benson Lmbr. & Coal
Cedar Falls... Cedar Lmbr. Co.
Cedar Rapids
Cedar Rapids Lmbr., 606 McKinley
Limback Lmbr. Co., 200 3rd St. N.E.
Ogden & Adams, 123 32nd St. N.E.
Vetter-May Lmbr., 620 17th St.
Clinton... Joyce Lmbr. Co.
Des Moines
H. M. Iltis Lmbr., 2629 Beaver
Jewett Lmbr. Co., 619 E. Walnut
Moffitt Bldg. Mtl., 621 S.W. 7th St.
Early... Early Lmbr. Store
Iowa City
Miller Bros. Lmbr. Co.
Lampert Yards Inc.
Iowa Falls... Miller Lmbr. Co.
Keokuk... Taber Lmbr. Co.
Knoxville... Knoxville Lmbr. Co.
Le Mars... Moore Lmbr. Co.
Marion
J. F. Anderson Lmbr., 1300 7th St.
Spahn & Rose Lmbr., 1407 7th Av.
Mason City
Mason City Lmbr. Co.
Northern Lmbr. Co.
New Hampton... Northern Lmbr. Co.
Osage... Osage Lmbr. Co.

Sioux City
Sioux City Cashway Lmbr.
Spaulding-Avery Lmbr. Co.
Stanwood... Stanwood Lmbr. Co.
Storm Lake... Storm Lake Lmbr. Co.
Waterloo
Black Hawk Lmbr. Falls & Ansboure.
Cedar Valley Lmbr., 105 E. 11
Fullerton Lmbr., 600 Falls Av.
Shepherd Lmbr. Co., 1162 E. 4th
Towsend & Merrill, 602 Main St.
Westfield Lmbr., Menges & Avalon
Young Lmbr., Mullan & Washington

KANSAS

Arkansas City... A.C. Houston Lmbr.
Atchison... Hixon Lmbr. Co., Inc.
Clay Center... Erickson Bldg. Sply.
Coffeeville... Home Lmbr. & Sply. Co.
Emporia... Smith Lumber Co.
Hawatha... Harpster Lmbr. Co.
Hutchinson... Davis Lmbr. & Hdwe.
Kansas City
Anser Block & Bldg., 2nd & State
Logan-Moore, 47th & Mission Rd.
Manhattan... Ramey Bros.
Marion... Mack-Welling Lmbr. & Sply.
McPherson... McPherson Lmbr. Co.
Medicine Lodge... P. W. Doherty Lmbr.
Moundridge
Clayton Vogt Lmbr. Co.
Farmers Co-Operative Assn.
Muncie... E. D. Bishop Lmbr. Co.
Newton... Houston-Doughly Lmbr. Co.
N. Topeka... Kaw Lumber Co.
Olathe... Hodges Bros. Lmbr. Co.
Parsons... Home Lmbr. & Sply. Co.
Pittsburg... Pittsburg Lmbr. Co.
Pratt... Independent Lmbr. & Hdwe.
Salina
Larson Lmbr., 218 So. 4th St.
Salina Lmbr., 305 N. Santa Fe
Shawnee
Meyer Lmbr., 10815 W. 63rd St.
Shawnee Bldg., 10917 Johnson Dr.
Topeka... Long-Bell Lmbr. Co.
Wichita
Cumley Lmbr., 3027 S. Broadway
Davidson & Case, 230 S. Washington
Lang-Bell Lmbr., 158 N. St. Francis
Star Lmbr. Co., 4001 W. Maple
Stock Yards Lmbr., 2145 N. Topeka
Wichita Hgts. Lmbr. & Lmbr. Co.

KENTUCKY

Barbourville... Pope Lmbr. Co.
Bowling Green
Graham Motley Lmbr. Co.
E. H. Harris Lmbr. Co.
Park City Lmbr. Co.
Carrollton
Jim Brown Lumber Co., 6th St.
Grobmyer, 4th & Seminary
Covington
Kelly Bros. Lmbr. Co.
Tate Builders Supply Co.
Eminence... Berry Bros. Co.
Greensburg... J. B. Henderson
Henderson... South Side Lmbr. Co.
Lexington... Perry Lmbr. Co.
Louisville
Louisville Bldrs. Sply., 8th & Zane
Western Lmbr., 2890 W. Jefferson
Morehead... Carr Lumber Co.
Munfordville... Hart Lmbr. & Sply.
Newport... Weingartner Lmbr. Co.
Owensboro... K-V Lumber Co., Inc.
Pikeville... Pauley Lmbr. & Real Est.
Shelbyville
Hall & Davis, 7th St. & L. & N. Trks.
B. J. Johnson, 1735 Berry Blvd.

LOUISIANA

Alexandria... Hill-Harris & Co.
Bastrop... Turpin's Bastrop Lmbr.
Baton Rouge
Capital Bldrs. Sply. Co.
6425 Greenwell Springs Rd.
W. U. Clement, 4700 Chetwatt Dr.
C. E. Courtney, 1445 Terrace Av.
Juban Lmbr. Co., 3656 Plank Rd.
Olinde Hdwe., 1845 North St.
Plank Road Lmbr., 3849 Plank Rd.
Bogalusa... Seal Lumber Co.
De Ridder... Builders Supply Co.
Donaldsonville... Elray Koeke Service
Duson... Hutchinson Lmbr. Co., Inc.
Franklington... Murphy Balamon Bldg.
Gayville... Stebbins Lmbr. & Sply.
Lafayette
Lafayette Lmbr., 125 So. Buchanan
Southwest Mtl., Scott Rd.
Lake Charles
Gayle-Blevins Lmbr.
Krause & Managan, Inc.
Lake Charles Lmbr. Co.
McDonald Lmbr. Co.
Shields Lmbr. Co.
South St. Lmbr. Co.
Stacy's Inc.
New Orleans
Bernard Lmbr. Co., 7833 Edinburg
Crescent Mtl., 4829 Jefferson Hwy.
W. P. Curry Lmbr., 207 Iris Av.
Dixie Lmbr., 8201 Fig St.
Duffy Lmbr., 7900 Edinburg St.
Isaacs Lmbr., 7111 Magnolia St.
P. Judlin, 2936 St. Claude Av.
Lmbr. Products, 1620 Airline Hwy.
Market Lmbr., 1411 So. Rendon
Owens & Sons, 2034 Agriculture St.
Singer Lmbr., 4900 Washington Av.
Stace Lmbr., 2901 Annette St.
Port Allen... W. Side Mtl., Inc.

Sulphur
J. C. Carlin Bldg. Mtl.
Home Bldg. Mtl.
Pelican State Lmbr. Co.
Starlin Lmbr. Co.
West Lake... Charles Jones Lmbr.
West Monroe... T.A. Sander's Lmbr.
Westwego... New Lumber Co.
White Castle... White Castle Bldrs. Sply.
Youngsville... Romero & Theall Lmbr.

MAINE

Auburn... Bldrs. Specialties Co.
Augusta... J. W. Carson & Sons
Bangor
Acme Supply Co., 6 South St.
Dunham-Hanson... Mercantile Sq.
Bath... C. L. Farnham Co.
Belfast... Mollison, Inc.
Biddeford... The Diamond Match Co.
Brewer... Thompson & Lyford Hdwe.
Caribou... Nelson J. Gagnon
Fairfield... Fairfield Lmbr. Co.
Ft. Fairfield... H.A. Everet & Son
Gardiner... James L. Walker & Sons
Greenville... E. L. Dean & Co.
Livermore Falls... Guy F. Knight
Mars Hill... Mars Hill Lmbr. Co.
Millinocket... Levasseur's Hdwe.
Newcastle... The Diamond Match Co.
Pemaquid... Peole Bros.
Portland... N. T. Fox Co.
Rockland... Everett L. Spear Co.
So. Portland... Diamond Match Co.
Thomaston... J. C. Robinson & Son
Wilton... Wilton Lmbr. Co.
Winslow... C. H. Vigie & Sons
Winthrop... E. C. Leighton & Sons

MARYLAND

Annapolis... Meredith-Roane Co.
Baltimore
Baltimore Lmbr., Eastern & Haven
Belair Rd. Sply., 5562 Belair Rd.
Bond Lmbr. Co., 24 So. Bond St.
Davis Lmbr., 4942 Reisterstown Rd.
Erdman Lmbr., 5900 Erdman Av.
Robt. S. Green, 3232 Frederick Av.
League Lmbr., 700 blk. So. Caroline
Lee Lmbr. & Sply., 4011 Eastern Av.
Lmbr. & Mtlw., 5715 S. W. Blvd.
Maryland Lmbr., 2600 W. Franklin St.
Master Bldg. Sply. & Lmbr. Co.
3100 W. Cold Spring Lane
Penn Lmbr. & Sply., 7415 Harford Rd.
Walbrook Mill., 2636 W. North Av.
Walsh & Co., Stemmers Run Rd.
Berlin... The Adkins Co. of Berlin
Bethesda
Eisinger Mill., 4736 Bethesda Av.
Silver Spring Bldg., 1004 Ripley Av.
Bladensburg... Peoples Sply. Co.
Bryans Road
Bryans Road Bldg. Sply. Co.
Hungerford Bros. Lmbr. Co.
Callaway... Callaway Lmbr. Co.
Capitol Hts... Stambler & Ford
Cumberland
Buchanan Lumber Co.
So. Cumberland Planing Mill
Super Concrete Co.
Damascus... Hyatt Bldg. Sply. Co.
Denton... Nuttle Lmbr. & Coal
Dundalk... Dundalk Lmbr. Co.
Elkton... Keys & Miller Lmbr. Co.
Forest Hill... Kefauver Lmbr. Co.
Frederick... Frederick Lmbr. & Sply.
Frostburg... Neilson Bros. Sply. Co.
Fruiland... Community Bldg. Sply.
Glen Burnie... De Grange Lmbr. Co.
Hollywood... Dean Lmbr. & Sply. Co.
La Plata... La Plata Mill & Sply.
Middletown... Ingall's Lmbr. & Sply.
Oakland... Beachy Lmbr. & Sply.
Ocean City... The Adkins Co.
Owings... W. M. Thomas Lmbr. Co.
Owings Mills... Baltimore County Sply.
Pocomoke City... Adkins Co.
Princess Anne... Milton Hall Bldg. Sply.
Queen Anne... Eley Lumber Co.
Rockville
Eisinger Bldrs., 1540 Rockville Pke.
Leland Fisher... Commerce Land
Salisbury... Pocahontas, Inc.
Sparrows Pt... Lee Lmbr. & Sply.
Towson
Dixie Lmbr., 1610 E. Joppa Rd.
Stebbins-Anderson Co., York Rd.
Westminster... Schaeffer Lmbr. Co.
MASSACHUSETTS
Adams... R. T. Arnold Lmbr. Co.
Amherst... Elder-Jones Lmbr. Co.
Auburn
H. C. Pond Lmbr., 45 Oxford St.
Howe & Whitney, 100 Southbridge
Concord... Concord Lmbr. Corp.
Dalton... L. P. Adams Co.
Dorchester... Abbott Lmbr. & Bldg. Sply.
E. Douglas... W. R. Wallis Lmbr. Co.
E. Hampton... Easthampton Lmbr. Co.
Gardner... Chairtown Lmbr. Co.
Gloucester... L. B. Nauss & Sons
Great Barrington... Taconic Bldrs. Sply.
Hingham... Hingham Lumber Co.
Holyoke... L. Grossman Sons
Hyannis... J. Hinkley & Son
Indian Orchard... A. Bolard Sons
Lenox... The Clifford Co.
Lowell... Friend Lmbr. Co.
Lynn
Anthony Lmbr., 86 Bennett St.
Atlantic Bldg. & Sply., 364 Lynnway
Lyon Lmbr., 180 Commercial St.

More Dealers on Next 2 Pages

FIND YOUR GOLD BOND LUMBER AND

Malden..... W. W. Hall & Sons
 Manomet..... Manomet Lbr. Co.
 Medway..... Lewis-Lewine Lbr.
 Methuen..... F. O. Forster Lbr.
 Milford..... Bradbury Locke Co.
 New Bedford..... Sturtevant & Hook Co.
 Newburyport..... Diamond Match Co.
 Norfolk..... Center Lumber Co.
 No. Adams..... R. T. Arnold Lbr. Co.
 Northboro..... Delgreco Sply. Co.
 Norwood..... Turnpike Lbr. Co.
 Pittsfield.....
 Ferry's Lbr..... 40 Center St.
 Kelly Lbr..... 900 Crane Av.
 Quincy..... L. Grossman Sons
 Revere..... Marcus Lbr. Co.
 Roslindale..... Daherty Lbr. Co.
 Southbridge..... Southbridge Lbr. Co.
 So. Dartmouth..... J. B. Lbr. Co.
 Spring, old..... P. D. Thibert Lbr.
 Stoughton..... Stoughton Sply. & Lbr.
 Wakefield..... Crystal Lbr. Co.
 Waltham..... Ideal Concrete Bldg. Co.
 Watertown.....
 S. B. Green & Co.
 M. J. Piriluk Sons
 Webster..... Diamond Match Co.
 Wellesley..... L. Grossman Sons
 Wellesley Hills..... Marshall C. Spring
 West Roxbury..... Carlson Lbr. Co.
 Westfield.....
 Marcoulier Bros..... 44 Broad St.
 C. R. O'Connor..... Southampton Rd.
 Whitman.....
 Brocton Building Supply Co.
 Grossman's of So. Shore
 Wilmington..... Wilmington Bldrs. Sply.
 Woburn.....
 Atco Lbr..... 12 Green St.
 Alton Bros..... 29 High St.
 Worcester.....
 Eastern Bridge Sply..... 100 Crescent
 Sawyer's..... Gold Star Blvd.

MICHIGAN

Almont..... Havens Lbr. & Roofing
 Alpena.....
 Gehhardt & Morrow Lbr. & Sply.
 S. Shore Bldrs. Sply..... U. S. 23
 Ann Arbor..... Fingerie Lbr. Co.
 Augrees..... Reichle & Heinrich Lbr.
 Bad Axe..... Brinker Lbr.
 Battle Creek..... Blue Diamond Lbr.
 Bay City.....
 W. D. Fox & Son..... 207 E. Vermont
 Harris Lbr. & Coal..... 522 S. Water
 H. Hirschfeld Sons..... 3013 N. Water
 Beaverton..... W. H. Hall & Son
 Belleville.....
 Alban Ammerman Lbr..... Liberty St.
 Sumpter Lbr..... Sumpter Rd.
 Benton Harbor..... Beverly Lbr. Co.
 Birmingham..... Grand River Lbr. Co.
 Calumet..... Armstrong-Thielman Lbr.
 Caro..... W. A. Forbes Co.
 Cass City..... Brinker Lbr. Co.
 Clare..... Andrew D. Irving Lbr. & Bldg.
 Clio..... Neelands Lbr. Co.
 Davison..... Davison Lbr. Co.
 Dearborn.....
 C. A. Kandt Lbr. Co.
 Trio Lbr..... 20521 Van Born Rd.
 Detroit.....
 Byers Lbr. Co.
 F. Kell Lbr. & Sply. Co.
 Kaseow Lbr. 12150 Telegraph Rd.
 C. H. Lbr..... 21170 W. 8 Mile Rd.
 Northern Lbr..... 9 Mile at Telegraph
 Restrick Lbr..... 14400 Wyoming
 W. Warren Lbr..... 20213 W. Warren
 Whitmore Lbr..... 15139 Hamilton
 Dexter..... Dexter Cooperative Co.
 Drayton Plains..... Burke Lbr. Co.
 Dryden..... E. J. Millikin Lbr.
 Escanaba.....
 Coleman Nee Co.
 Phoenix Lbr. & Sply. Co.
 Farmington..... Smith Tupper Lbr.
 Fenton.....
 Fenton Lbr. Co.
 Lee Lbr. Co.
 C. G. Singer Lbr. Co.
 Flint.....
 Beecher Lbr..... G-5496 N. Saginaw
 Flint Developers..... 815 W. 12th
 James Lbr..... 2452 Fenton Rd.
 James Lbr..... 902 N. Dort Hwy.
 Galesburg..... Taylor Lbr. Co.
 Grand Blanc..... Grand Blanc Cement
 Grand Haven.....
 D. Baker & Son
 Ryecenga Lbr..... Ferry & Jackson
 Grand Ledge..... Grand Ledge Lbr.
 Grand Rapids.....
 B. F. Edge Lbr..... 1550 Taylor N.
 Capitol Lbr..... 675 Richmond N.W.
 Century Fuel & Mils..... 539 Century
 Division Av. Lbr. 3501 Division Av.
 Western Lbr..... 2430 28th S.W.
 Hancock..... Armstrong-Thielman Lbr.
 Harbor Springs..... Ottawa Lbr. Co.
 Harrison..... McKenna's Seed Growers
 Harrisville..... Alcona Seed Growers
 Hillman..... Farrier Lbr. Co.
 Howell..... Purdy & Woodruff
 Iron Mountain..... Phoenix Lbr. & Sply.
 Jackson.....
 Central City Lbr..... 339 S. Otsego
 Robert Lake Co..... 333 Liberty St.
 Kalamazoo..... North Lumber Co.
 Lansing.....
 C & C Lumber Co.
 Durcan Lbr..... 2001 Turner St.
 Valley Farms Lbr..... 4100 N. East
 Lapeer..... Lapeer Lumber Co.
 Livonia.....
 The Lane Lbr. & Sply. Co.
 Livonia Lbr. & Sply. Co.
 Marshall..... Marshall Lbr. Co.
 Maybee..... Banas & Wrobel Lbr. Co.
 Midland..... Haddix Lbr. & Sply. Co.
 Mt. Clemens.....
 John's Lbr..... 34151 S. Gratiot
 Keith Lbr..... 48135 N. Gratiot
 Mt. Clemens Lbr..... 1010 S. Gratiot
 Mt. Morris..... Thompson Lbr. & Sply.
 Mt. Pleasant..... Hood Lbr. Co.
 Muskegon..... Lakeside Lumber Co.

Niles..... Williams Supply Co.
 N. Branch..... Daniel Orr Sons Lbr.
 Onsted..... Morse Bros. Lbr. Co.
 Ossineke..... Labell Lumber Co.
 Otisville..... Otisville Elevator
 Owosso..... Mulhall-Erb Co.
 Pinckney..... Thos. Read & Sons
 Plymouth.....
 McLaren Co..... 305 N. Main St.
 Plymouth Lbr..... 308 N. Main St.
 Roberts Sply..... 639 So. Mill St.
 Pt. Huron.....
 Louis Foster Lbr..... 10th & Water
 Mortimer & Son..... 2307 Lapeer Av.
 Pontiac..... Northern Lbr. Co.
 Posan..... John Bruski Lbr. Co.
 Rives Jct..... Willson Bros.
 Rochester..... T & M Lumber Co.
 Rogers City..... C.A. Vogelheim Lbr.
 Roseville..... Cadillac-Detroit Lbr.
 Royal Oak.....
 Jims Lbr..... 25914 John Rd.
 Presson-Gingrich..... 26717 John Rd.
 Saginaw.....
 Brinker Lbr..... 2124 S. Michigan
 Fisher Lbr. & Sply..... 208 Davenport
 Furstenberg-Braun 1764 S. Jefferson
 St. Clair Shores..... J. L. Lbr. Co.
 St. Joseph..... Scottdale Bldg. Sply.
 St. Louis..... Midwest Bldg. Dis.
 Spring Lake..... Christian Lbr. Co.
 Taylor Center..... Varles & Sons Lbr.
 Tecumseh..... R. S. Moore & Sons
 Traverse City..... Red Mill Lbr.
 Twining..... Arnold's Hardware
 Utica..... Church & Church, Inc.
 Wayne.....
 Building Materials Inc.
 Wayne Lumber Co.
 West Branch..... Ellenberger Lbr.
 Ypsilanti..... Fingerie Hollister & Wood

MINNESOTA

Aurora..... Colvin Lbr. & Coal
 Austin..... F. I. Crane Lbr. Co.
 Blawieck..... Colvin Lbr. & Coal
 Brainerd..... Lampert Lumber Co.
 Caledonia..... Becker Lbr. Co.
 Callaway..... Tomlinson Lbr. Sales
 Clarks Grove..... Clarks Grove Lbr.
 Dodge Center..... Botsford Lbr. Co.
 Duluth..... Heimbach Lbr. Co.
 E. Grand Forks..... Tomlinson Bros.
 Fergus Falls..... Fergus Lbr. & Fuel
 Gilbert..... Colvin Lbr. & Coal
 Hayward..... Botsford Lbr. Co.
 Hibbing..... Erickson Lbr. & Coal
 Inver Grove..... Peckrandt Lbr.
 Kenyon..... Lampert Yds. Inc.
 Minneapolis.....
 American Lbr. 2501 Washington Av.
 N. C. Bennett..... 2825 Fifth Av. S.
 Foot Lbr. 2526 University Av. S.E.
 Lowry Lbr..... 111 Lowry Av. N.
 Northern Lbr. & Fuel 3939 E. 46 St.
 G. H. Stewart Lbr..... 421 Johnson
 Montevideo..... Gipsen Lbr. Co.
 Moorhead..... Stoneross Bros. Lbr.
 Myrtle..... Speltz Grain & Coal Co.
 Ortonville..... Johnson Lbr. Co.
 Owatonna.....
 Hayes Lucas Lbr. Co.
 A. Spitzack Lbr. Co.
 Rochester.....
 Botsford Lbr. Co.
 Fullerton Lbr. Co.
 Russell Lbr. & Fuel Co.
 St. Louis Park..... Lumber Stores
 St. Paul.....
 Como Lbr. Co..... 463 Como Av.
 Lampland Lbr..... 419 8th St.
 National Lbr..... 300 Chestnut
 W. C. Stanton Lbr..... 845 Earl St.
 Spring Lake Pk. Spring Lk. Pk. Lbr.
 Wilmar..... Tomlinson-Perkins Lbr.

MISSISSIPPI

Batesville..... Graves Bros. Lbr.
 Clarksdale..... B. A. Crawford Lbr.
 Cleveland..... Collins Bros.
 Columbus..... New Home Bldg. Stores
 Greenville.....
 H. N. Alexander & Sons..... Main St.
 McKee Lbr..... Highway 1, No.
 Greenwood..... Gwin Lbr. Co.
 Gulfport..... Hogue Lbr. & Sply. Co.
 Handsboro..... Bailey Lbr. & Sply.
 Jackson..... Maloney Supply Co.
 Lumberton..... The Anderson Co.
 McComb..... McComb Lbr. & Coal Co.
 Moorhead..... Allen-Suiter Lbr.
 Pascagoula..... City Lbr. & Sply.
 Tunica..... F. J. Jacks Lbr. Co.
 Tupelo..... Tupelo Lbr. Co.
 Tylertown..... Union Gin & Lbr.
 Woodville..... C. M. Treppendahl & Sons

MISSOURI

Chillicothe..... Ken Rinehart Lbr.
 Columbia..... Benson Lbr. & Sply.
 Imperial..... Jefferson County Lbr.
 Independence.....
 D. E. Crick Lbr. 1330 W. Lexington
 Geo. W. Utch..... 11432 Truman Rd.
 Ironton..... Iron County Lbr. Co.
 Kansas City.....
 Albert Tamm Lbr..... 3037 E. 18th
 Alexander Lbr..... 4804 E. 50 Hwy.
 Jones Lbr..... 7720 Truman Rd.
 Kansas City Lbr. Co.
 King Lbr..... 1725 Troost Av.
 Leach-Hurlbut Lbr. 1211 E. 47th
 Long-Bell..... 321 W. Gregory Blvd.
 May Material Co..... 2701 E. 85th
 R. L. Sweet Lbr..... 200 W. 43rd
 A. O. Thompson..... 7110 Wyandotte
 Wright Lbr..... 1914 Troost Av.
 Kirksville..... Adair Lbr. Co.
 Kirkwood..... Hill Behan Lbr.
 Mazon..... P. E. Jepson Lbr.
 N. Kansas City..... Northtown Lbr.
 Pacific..... W. H. Powell Lbr. Co.
 Palmyra..... Robey-Robinson Lbr. Co.
 Riverside..... Beverly Lbr. Co.
 St. Charles..... Hackmann Lbr. Co.
 St. James..... W. H. Powell Lbr.
 St. Joseph..... Independent Lbr. & Coal

St. Louis.....
 Big Bend Lbr. 3515 Big Bend Rd.
 Harrison Lbr..... 4006 N. Broadway
 Heitz Lbr..... 9810 S. Broadway Av.
 Hill Behan Lbr..... 6515 Page Av.
 Hokekamp Lbr. 34 S. Old Orchard
 Meicher-Schene Hdwe. & Lbr. Co.
 4800 Natural Bridge Blvd.
 H. A. Stockmann..... 2721 S. 3rd St.
 Vandeventer Lbr..... 3761 Bates Av.
 Wiles Chipman 1234 S. Kings Hwy.
 Savannah..... Hall Lumber Co.
 Springfield.....
 Herrman Lbr..... 330 S. Glenstone
 Home Bldrs. Sply. 510 S. Campbell
 Southwest Lbr. Co. 1900S. Campbell

MONTANA

Glasgow..... Dale Brown Fd. & Lbr. Co.
 Glendive..... Guehl & Son Lbr. Co.
 Miles City..... Western Lbr. & Sply.

NEBRASKA

Ashland..... Mead Lumber Co.
 Columbus.....
 Haymen Lbr. Co.
 Mead Lbr. Co.
 Grand Island..... Hoppe Lbr. Co.
 Hastings..... W. G. Pauley Lbr. Co.
 Kearney..... Tollerison-Elliott Lbr.
 Lincoln.....
 Johnson Lbr. Sply..... 1830 R St.
 Johnson Cashway Lbr. 1820 R St.
 Strauss Bros. Lbr..... 3815 Touzalin
 Watson-Brickson Lbr. 660 N St.
 Norfolk..... Fullerton Lbr. Co.
 Omaha.....
 Independent Lbr. 40th & Leaventh
 Johnson Cashway..... 24th & Spring St.
 So. Sioux City..... Hodges Lbr. Co.

NEW HAMPSHIRE

Alton..... C. Roy Barnes & Son
 Berlin.....
 Bideau Bldg. Sply. Inc.
 Luther Buber Sons Co.
 Center Ossipee..... H. F. Nelson & Son
 Claremont..... Hadley & Son Lbr.
 Concord..... Merrimack Farmers Ex.
 Concord..... Astie Lbr. Co.
 Conway..... Conway Supply Co.
 Derry..... Hayford Kimball Lbr.
 Dover..... Diamond Match Co.
 E. Jaffrey..... Eli Bellette & Sons
 Franklin..... Rolfe Camp Co. Inc.
 Goffstown..... Valley Bros.
 Groveton..... Ralph J. Emerson
 Hampton Falls..... B.T. Janvyn Sons Co.
 Hanover..... Trum Bull-Nelson
 Lebanon..... Dulac Wood Wkg. Shop
 Littleton..... Gratton Bldg. Sply.
 Manchester.....
 Dunbar Fuel Co.
 Mast Rd. Grain Co.
 Meredith..... Prescott Lbr. Co.
 Milford..... Ludden Lbr. Co.
 Nashua.....
 Chagnon Lbr. Co.
 Toller-Bickford Lbr. Co.
 Newport..... Rowell Bros.
 Plymouth..... Grossmans of Plymouth
 Portsmouth.....
 N. J. Gendron Lbr. Co.
 Littlefield Lbr. Co.
 Raymond..... Daniel A. Sundeen
 Reeds Ferry..... Reeds Ferry Lbr.
 Salem Depot..... Grossmans of N. H.
 Silver Lake..... J. F. Chick & Sons
 Stratham..... Stratham Hdwe. & Lbr.

NEW JERSEY

Allendale..... Allendale Coal & Lbr.
 Andover..... Ayers & Seely, Inc.
 Asbury Pk. Buchanan & Smock Lbr.
 Atlantic City..... Atlantic City Lbr. Co.
 Barnegat..... Conrad Bros. Lbr. Co.
 Barrington..... Page Bros.
 Bayonne..... M. Posneck Inc.
 Beach Haven..... Firman H. Cranmer
 Beachwood..... Johnson Lbr. Co.
 Belle Mead..... E. R. Westervelt Lbr.
 Belleville..... Essex Lbr. & Sply.
 Belmar..... Glendola Lbr. & Sply.
 Bergenfield..... Johnson & Son
 Bernardsville.....
 Bernards Bldrs..... 99 Morristown Rd.
 Conkling Lbr..... 67 Morristown Rd.
 Blackwood, New Deal Lbr. & Mlwk.
 Bordentown..... J. M. Reeder Co.
 Bound Brook.....
 L. D. Cook..... 2 W. Main St.
 Runyon Field Lbr..... 417 E. Main
 Breton Woods..... Ocean Co. Bldg. Sply.
 Bridgeton..... Smith & Richards Lbr.
 Brown's Mills Brown's Mills Sply. Co.
 Burlington..... C. Harry Price
 Camden.....
 V. G. Bennett..... 2nd & Spruce Sts.
 Camden Lbr..... 1535 Broadway St.
 DiMedio Lbr..... 1815 Federal St.
 DuBell Lbr..... 18th & Federal
 Cape May..... Cape May Lbr. Co.
 Cape May Court House..... W. J. Tyler
 Chadwick Beach..... Sea Bee Lbr.
 Chatham..... Walters Fuel & Lbr.
 Clark.....
 Clark Lbr. & Sply..... Walnut Av.
 Horan Lbr. & Coal..... Central Av.
 Clementon..... J. S. Collins & Sons
 Cliffwood..... Keyport Lbr. & Sply.
 Collingswood.....
 Building Mtl. Co. 434 Haddon Av.
 E. T. Seaman Co. 616 Haddon Av.
 Colwick..... Colwick Bldrs. Sply. Co.
 Cranford.....
 Bldrs. Gen. Sply. 336 Centennial Av.
 Standard Lbr. & Sply. 94 High St.
 Deal..... Deal Mtl. & Lbr. Co.
 Denerville..... J. H. Jackson Lbr.
 Dunellen..... Middlesex Lbr. Co.
 East Paterson.....
 Home Bldrs. Sply. Rt. 46 & Blvd.
 Thos. Marino & Sons..... 444 Blvd.
 E. Rutherford..... Cooper Lbr. Co.
 Egg Harbor..... Peter Lumber Co.
 Elizabeth.....
 Grand Bldg. Sply. 1103 E. Grand
 Standard Lbr..... 1024 Elizabeth Av.
 Fair View..... Interboro Lbr. Co.

Fanwood.....
 Fanwood Lbr. & Sply. South Av.
 Hand Lbr. & Sply. 230 South Av.
 Flemington.....
 Flemington Bldg. & Sply. Rt. 30
 Terehko Lbr. Co. Route 30
 Fords..... Crouse Coal & Sply. Co.
 Freehold.....
 Estate Sply. Co. Route 9
 Freehold Lbr..... Lakewood Rd.
 Jos. Klapp Lbr. Hwy. 33, Park Av.
 Millhurst Mills..... Perrineville Rd.
 Gifford Park..... Toms River Lbr.
 Gladstone..... G. F. Hill & Co.
 Glassboro..... Glassboro Lbr. Co.
 Glendora..... Dunaway Lbr. Co.
 Glen Rock..... Leone Lbr. & Sply.
 Hackensack..... Frank Young Inc.
 Hackensack..... Hackensacktown CL & Sply.
 Haddon Heights A. J. Semola Lbr.
 Hightstown..... Chas. R. Field & Son
 Hilltop..... Sharer Supply Co.
 Hoboken..... Gen. Lbr. Co. of N. J.
 Hopewell..... J. C. VanDuren & Sons
 Irvington..... Selendz Bros. Lbr.
 Jersey City..... Garfield Mill
 Keansburg..... Chas. H. Engler Lbr.
 Kearney.....
 Royal Lbr..... 455 Schuyler Av.
 Zalkin's..... 137 Schuyler Av.
 Kenilworth..... Herbert Field Lbr.
 Kenilworth..... Roxbury Lbr. & Sply.
 Keyport..... Conover Lbr. Co.
 Lakewood.....
 Ocean County Lbr..... 5th & R.R.
 Poe Lbr. Co. 108 Ocean Av.
 So. Jersey Lbr..... Hurley Av.
 Linden.....
 Allied Lbr..... 101 Elizabeth Av. W.
 Farber Bros. 1025 St. Georges' Av.
 H. Farber..... 1251 St. Georges' Av.
 Linden Lbr. 1402 St. Georges' Av.
 Nadel Lbr..... 1520 Elizabeth Av.
 Little Falls Chas. O. Helmborg & Sons
 Little Silver..... Little Silver Lbr.
 Lodi.....
 Lodi Lbr. & Sply. 403 Passaic
 Passaic Lbr..... 160 Main St.
 Long Branch..... Chandler & Maps Co.
 Lyndhurst..... Cooper Lbr. Co.
 Manahawkin..... Home Lbr. Co.
 Manville..... Manville Masons Sply.
 Medford..... Jos. H. Haines & Sons
 Metuchen.....
 Central Bldg. Products..... Rt. 25
 Royal Millwork..... 253 Lake Av.
 Middlesex..... Green Hills Lbr. Co.
 Middletown..... American Lbr.
 Milton..... E. R. Headley & Son
 Montville..... Beonten Bldg. Mtl. Co.
 Morris Plains..... Morris Plains Lbr.
 Morristown..... Community Lbr.
 Mountain View..... Wayne Bldrs. Sply.
 Mt. Holly.....
 Theo. G. Clatts..... Route 38
 French Lbr. Co. King St.
 Netcong..... Netcong Coal & Lbr.
 Newark.....
 Channel Lbr..... 675 So. 10th St.
 Santoro Lbr..... 99 Madison St.
 New Brunswick..... B & M Lbr. Co.
 North Wildwood..... F.D. Colson Lbr.
 Nutley..... Viola Bros.
 Oaklyn..... Suburban Lbr. Co.
 Ocean City..... Peter Lbr. Co.
 Oradell..... Cooper & Demarest Inc.
 Parsippany..... Parsippany Bldg. Sply.
 Paterson.....
 Bertschy & Vance Barclay & Marshall
 Linwood Lbr..... 109 Berkshire Av.
 Sandy Hill Coal & Sply. 208 R.R. Av.
 Stiles Lbr..... 200 Lafayette St.
 Pennington..... Woolsey & Caldwell
 Pennsauken..... Bell Supply Co.
 Penns Grove..... R. F. Willis Co.
 Pennsville..... Deepwater Lbr. Co.
 Perth Amboy..... Ira R. Crouse Lbr.
 Phillipsburg..... J. H. Loizeaux Lbr.
 Plainfield..... J. D. Lezeaux Lbr.
 Pleasantville..... Peter Lumber Co.
 Point Pleasant
 Post Lbr. Co. 1303 Richmond
 Van Note Lbr..... 411 Arnold Av.
 Princeton..... Boice Lbr. & Fuel
 Quinton..... Isaac S. Smick & Son
 Rahway.....
 Home Lbr. 713 New Brunswick Av.
 Rahway Bldrs. 280 St. Georges' Av.
 Rahway Lbr. Co. 1327 Fulton St.
 Rahway Sash 467 St. Georges' Av.
 Red Bank.....
 Blaisdell Lbr..... 15 Bridge St.
 Monmouth Lbr..... 77 Central Av.
 Ridgely..... Ruhle & Son
 Ridgely Pk. Brewster Lbr. Co.
 Roselle..... Brookside Lbr. & Sply.
 Roselle Park.....
 R. Holtz Hauser 138-40 Webster Av.
 Park West Lbr. 310 W. Westfield
 Runnemede..... Runnemede Sply. Co.
 Sayreville..... Riverside Coal Co.
 Sea Side Park..... A. B. Newbury Co.
 Secaucus..... U. S. Timber Products
 Shipbottom..... Conrad Bros. Lbr.
 Southard..... Lakewood Lbr. Co.
 So. Bound Brook Canal Lbr. & Sply.
 So. Seaville..... J. P. Collins Co.
 So. Toms River..... Ocean Bldrs. Sply.
 Springfield.....
 Channel Lbr. Co. Route No. 22
 Columbia Lbr..... Maple Av.
 Spring Lake..... Ahern & Sons
 Stone Harbor..... Stone Harbor Lbr.
 Succasunna..... Lakeland Lbr. & Sply.
 Summit..... Stephens Miller Co.
 Surf City..... Tuckerton Lbr. Co.
 Teaneck..... Teaneck Lbr. Co.
 Toms River.....
 Eagle & Son Lbr..... Route 37
 Trilco Sply. Co. 1 So. Main St.
 Trenton.....
 Hamilton Sply..... 65 Klockner Rd.
 Millner Lbr..... 600 Arlison St.
 Nottingham Sply. 2145 Nottingham
 Tattersall Co. 309 N. Willow St.
 Willey Lbr..... 2111 So. Broad St.
 Wilson & Stokes..... Cass & Hudson
 Union.....

Bldg. Main Sply..... 2165 Morris Av.
 Reisen Lbr..... 1070 Morris Av.
 Union Lbr..... 513 Lehigh Av.
 Union City..... Mastro Lbr.
 Upper Montclair..... Osborne & Marsellis
 Verona.....
 Chas. Bahr & Son..... 47 Durrell St.
 W. Essex Bldg. Sply. 40 Depot St.
 Walwick..... DeMartini Coal & Lbr.
 Washington..... Kings Coal & Lbr. Co.
 Westfield..... J. S. Irving Co.
 West New York..... W. New York Lbr.
 Westville..... Geo. C. Mayer Estate
 Woodbridge.....
 Abbe Lbr. Corp. Avenel St.
 N. J. Lbr. 826 St. George Av.

NEW YORK

Albany.....
 Albany Lbr..... Bridge St.
 Builders Mtl..... 501 S. Pearl St.
 Dan's Mason Sply..... Watervliet Av.
 Hubbell Lbr..... Trivoli St.
 Rutland Lbr. S. 15 Alb-Schdy Rd.
 W. J. Tuil Lbr..... 1615 Central Av.
 Amityville, L. I.....
 Amityville Lbr..... 11 Broadway
 Beachview Lbr..... 359 Bayview Av.
 Nassau Suffolk Lbr. Sterling Place
 Amsterdam.....
 Leo's Lumber Co.
 Quist Lumber Co.
 Arcade.....
 Arcadia Lbr. Co.
 Arverne..... Wm. Schoonck Lbr. Co.
 Babylon..... E. W. Howell Co.
 Baldwinville..... Tappan Lbr. Co.
 Ballston Spa..... Curtis Lbr. Co.
 Batavia..... Batavia Lbr. & Coal Co.
 Bayport..... Bayport Lbr. Co.
 Beacon.....
 Fishkill Landing Lbr. 9 S. Elm St.
 Lynch-Dutchess..... 123 Rombout Av.
 Bellerose..... Henry W. Burt Inc.
 Bellmore..... Meadowbrook Lbr.
 Belmont..... Belmont Lbr. Co.
 Bethpage..... Cashel Lbr. Co.
 Binghamton.....
 H. T. Hunt Co. 14 Smith St.
 Whipples Lbr. Yds. 490 Court St.
 Bohemia..... W. A. Benedict Lbr. Co.
 Brentwood..... Brentwood Lbr.
 Bridgeport..... Bridgeport Lbr. Co.
 Brooklyn.....
 Aico Lbr. Co. 2775 Coney Isl. Av.
 All Boro Bldg. Mtl. 216 3rd St.
 Bay Ridge Lbr..... 6303 Fifth Av.
 J. J. Doody..... Ave. Y & E. 17th St.
 Fox Lbr..... Coyle St. & Av. U.
 J. M. & Sons 1750 McDonald Av.
 McDonald Avs. Masons Sply. Co.
 1258 McDonald Av.
 Tom Tesaro..... 3086 Croysey Av.
 Buffalo.....
 B & B Bldrs. Sply. 5 W. Delavan Av.
 G. Driscoll Lbr..... 2625 Delaware
 Henry R. Duch..... 410 Memorial Dr.
 Frontier Lbr..... 1941 Elmwood
 and 1670 Genesee
 Hans Lbr..... 29 Sayre St.
 Kenmore Bldrs. Sply. 28 Hinman Av.
 McCaskey Lbr..... 2650 Seneca
 Montgomery-Mallue..... 51 Wilkeson
 Queen City Lbr. Bailey & Dingsen
 Wenz-Mann Lbr..... 1352 Genesee
 Carmel..... Dain & Dill Inc.
 Castle..... Ellitsac Lbr. Co.
 Central Islip..... Branch Lbr. Co.
 Central Valley..... C. Valley Fuel & Lbr.
 Chatham..... Chatham Lbr. Co.
 Cheektowaga..... Thruway Bldrs. Sply.
 Cherry Creek..... G. S. Frost
 Chester..... Walter J. Conklin
 Clarence Center..... R. B. Fogelsanger
 Clifton, S. Isl..... Abbe Lbr. Co.
 Clyde..... Jenkins Lbr. Co.
 Cohoes.....
 Cohoes Bldg. Sply. Co.
 Cohoes Mill & Lumber Co.
 Cold Spring..... Cold Spring Lbr.
 Copake..... A. C. Bristol Lbr. Co.
 Coplaque, L.I..... Karpis Lbr. Yrd.
 Corona..... Corona Lbr. Co.
 Delhi..... Currie Lbr. & Bldg. Sply.
 Dunkirk.....
 King Bros. Lumber Co.
 N. L. Smith Lbr. Co. 802 Main
 East Amherst..... Jurek Lbr. Co.
 East Aurora..... Tenney Lbr. Co.
 E. Greenbush..... Dorn's Lbr. & Sply.
 E. Islip..... E. Islip Lbr. Co.
 E. Massapequa..... L. I. White Lbr.
 E. Syracuse..... Byrnes Coal & Lbr.
 Eden..... Nagle Lbr. Co.
 Eggertsville..... Appleby-Sarver Lbr.
 Elma..... Elma Lbr. & Bldrs. Sply.
 Elmira..... Harris McHenry & Baker
 Elmont, L. I..... Franklin Sq. Lbr.
 Elmsford..... Empire Wldg. & Sply.
 Endwell..... Whipples Lbr. Yds.
 Fairmount..... Fairmount Lbr. Co.
 Fair View..... Interboro Lbr. Co.
 Fayetteville..... B. H. Tracy & Sons
 Fishkill..... Van Voorhis Bros.
 Flushing..... P. Lofaro, Inc.
 Frankfurt..... Getman Lbr. Co.
 Franklin..... Shaw & Ogden
 Fredonia.....
 P. H. Goggin Co. 9 Eagle St.
 H. F. Sallhoff Lbr..... 69 Water St.
 Glen Cove, L. I.....
 MacLobe Lbr..... 10 Morris Av.
 Nigro Coal & Lbr. 281 Glen St.
 Titus, Bowne & Downing 259 Glen
 Gloversville..... Kingsboro Lbr. Co.
 Gouverneur..... Wm. F. Anderson Inc.
 Great Neck..... Gregory Coal & Lbr.
 Hamburg.....
 Hamburg Lbr..... Lake View Av.
 R.F. Knoche & Son 354 Pleasant Av.
 Harrison..... P. L. Chester Lbr. Co.
 Haverstraw..... Allison & Vervalen
 Hawthorne..... Hawthorne Lbr. Co.
 Hempstead..... H. Mirsel Bldg.
 Herkimer..... Herkimer Lbr. Co.
 Hicksville..... Bell Bldg. Sply. Co.
 Highland..... Geo. W. Pratt & Son
 Hoags Corner..... Hoags Crns. Lbr.
 Holland..... Holland Lbr. Co.

Holls..... Maxwell Lbr. & Trim Co.
 Hornell..... Tracy & Jones, Inc.
 Hudson..... Hudson Lbr. & Sply.
 Huntington, L. I.....
 Ft. Hill Lbr..... 1 Ft. Hill Rd.
 Mason Sply..... 32 Spring Rd.
 Huntington Sta., L. I.....
 Huntington Mts..... 200 Broadway
 Klet Lbr..... New York Av.
 Klet Lbr..... New York Av.
 Nassau Suffolk Lbr. New York Av.
 Nuoci Bros..... West Hills Rd.

Iliion.....
 DeJohn Forest Products
 Iliion Lbr. Co.
 Islip..... So. Shore Bldg. Sply. Co.
 Jamaica..... Lauralton Lbr. Sply. Co.
 Jamestown.....
 Lyons Lbr..... 361 Fluvanna Av.
 United Lbr. & Sply. Corp.
 Kenmore.....
 Town Bldrs. Sply. 448 Northwd. Dr.
 L. N. Whissel Lbr. Co.
 Kennedy..... Brossman Lbr. Co.
 Kings Park..... Tanzi Lbr. Co.
 Kingston.....
 Clark Lbr. Co. Washington St.
 Kingston Lbr..... 344 Fair St.
 Lancaster.....
 J. C. Weil Company
 Latham..... Cornell Lbr. & Bldg. Mtl.
 Liberty..... Sullivan Cnty. Bldg. Mtl.
 Lindenhurst..... Miller-Farrer Bldg. Mtl.
 Little Falls..... Andrew Little & Sons
 Little Valley..... Little Valley Lbr.
 Lockport.....
 Lockport Lbr. Yds. 63 East Av.
 Niagara Sply..... 570 West Av.
 Locust Valley..... Nassau Suffolk Lbr.
 Long Beach..... Centre Millwork
 Long Island City..... Astoria Lbr.
 Louisville..... Lym Lbr. Co.
 Lynbrook, L. I.....
 Lynbrook Lbr..... 8 Merrick Rd.
 Steinbrook Lbr. 400 Sunrise Hwy.
 Mahopac..... Mahopac Supply Inc.
 Malden-on-Hudson..... Cody Coal & Gr.
 Malone..... Bowen Lbr. Co.
 Mamaroneck..... R. G. Brewer, Inc.
 Margaretville..... Geo. W. Merritt Lbr.
 Marion..... Marion Home Lbr. Co.
 Masspeh, L. I..... Schwalbach Lbr.
 Massapequa, L.I..... Fred & Fred Lbr.
 Mechanville..... Pruyn Lbr. & Sply.
 Merrick, L. I..... D & D Lbr. Co.
 Middletown..... H. D. Gould Co.
 Mineola..... Mineola Lbr. Corp.
 Modena..... J. E. Hasbrouck Co.
 Monroe..... Monroe Lbr. & Bldg. Sply.
 Montsey..... Glode Regua Coal & Lbr.
 Montgomery..... Brescia Cl. Fd. & Lbr.
 Monticello.....
 Bogue-Seitel..... St. Johns St.
 Plottin Bros. Lbr. St. Johns St.
 Mt. Kisco..... L. B. Richards Co.
 Mt. Vernon.....
 Burton & Fenton, Inc.
 Mt. Vernon Lbr. Co.
 Willson & Adams Lbr. Co.

Newburgh.....
 New Lbr. 68 Little Britain Rd.
 Windsor Bldg. Sply. 490 Broadway
 Windsor Bldg. Splys..... River Rd.
 New Hackensack..... Christensen-Linge
 New Hyde Park, L. I.....
 Macross Lbr..... Jericho Turnpike
 Marino Lathing Sply..... 303 Denton
 Residential Lbr. 2030 Hillside Av.
 New Lebanon..... Lebanon Valley Lbr.
 New Paltz..... A. P. Lefevre & Son
 New York.....
 Blue Bell Lbr..... 2360 Amsterdam
 H.J. Butler & Bro. 201st St. & 9th
 Westchester Sq. Sash & Door Co.
 2925 E. Tremont Av.
 Niagara Falls..... Tiger Supply Co.
 North Bellmore Nassau Resdntl Lbr.
 North Chatham..... Prior & Williams
 N. Syracuse..... Centerville Sply. & Bldg.
 North Tonawanda.....
 Jos. Dougherty..... Beach Ridge Rd.
 Esco Lbr. Inc.
 River Road Lbr. Co.
 Norton Hill..... Greenville-Norton Lbr.
 Ogdensburg..... J. J. Doyle Lbr. Co.
 Olean..... A. Weston Lbr. Co.
 Ontario..... Beach & Maher Co.
 Painted Post..... Barker Lbr. Co.
 Palmyra..... Wayne Coal & Lbr. Co.
 Peekskill..... Creed Lbr. Co.
 Penn Yan..... Keuka Lbr. Co.
 Plattsburgh..... Finch Pruyn & Co.
 Port Jefferson Sta. Loror Bros. Lbr.
 Port Jervis..... Horn's Coal & L

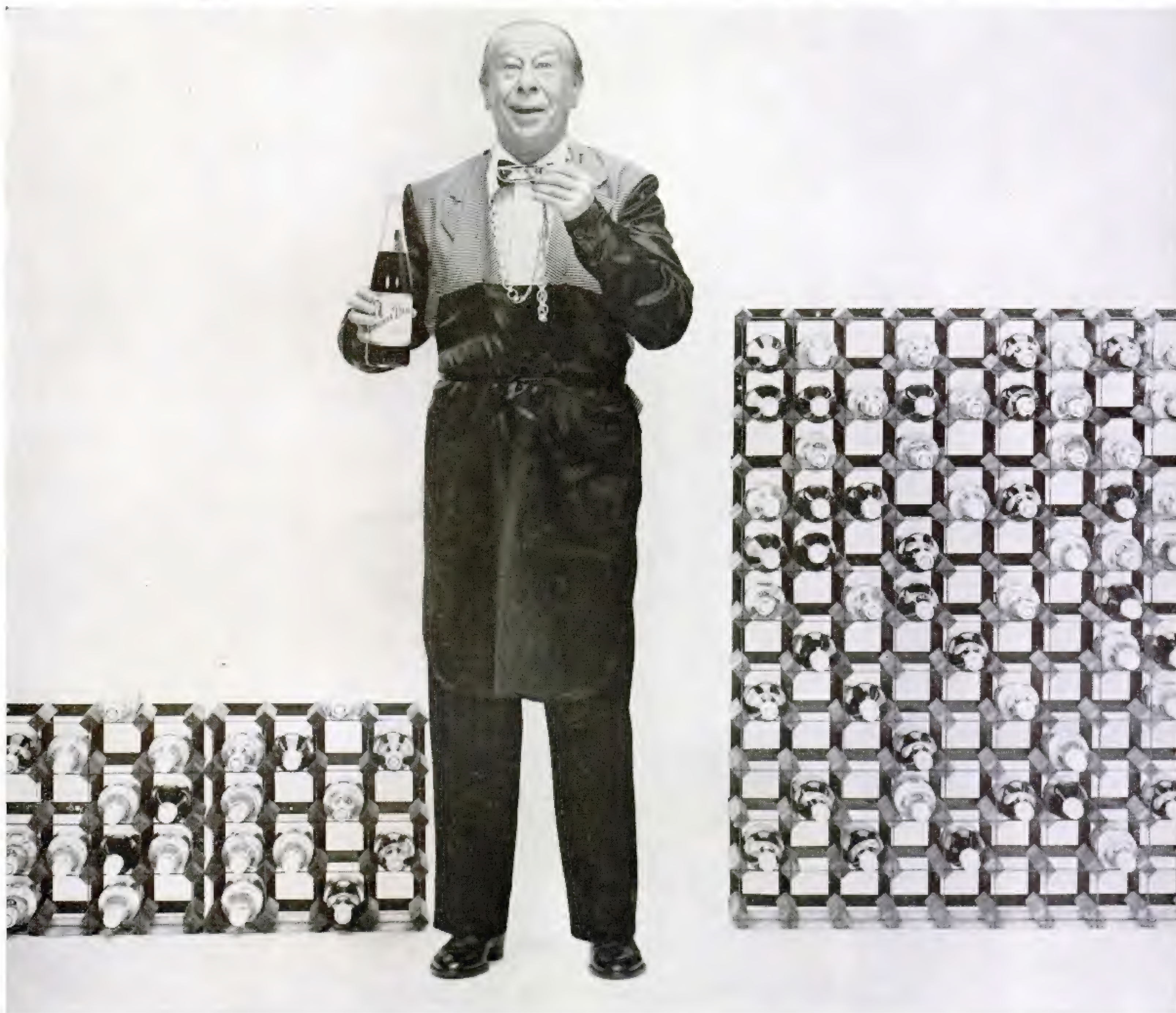
BUILDING PRODUCTS DEALER HERE

Kingston..... Smith Bldrs. Sply. Co. Lansing..... Service Store Leaksville..... Leaksville Lmbr. Co. Lenoir..... Bernhardt-Seagle..... 314 W. Harper Caldwell Bldrs..... Old Blowing Rock Taylor Lmbr. Co..... E. Harper Av. Woodbury Lmbr..... Collettsville Rd. Lexington..... G. W. Smith Lmbr. Co. Lillington..... Builders Supply Lincolnton..... Cronland Warg Roll Louisburg..... Pruitt Lumber Co. Maiden..... P. J. McRee Bldg. & Sply. Maysville..... Pelletier & Weeks Menroe..... Monroe Lumber Co. Mooresville..... Barger Bros. Inc. Morehead City..... Mansfield Lmbr..... Highway No. 70 Morehead Bldrs. Sply..... Hwy. No. 70 Morganton..... Burke Lmbr..... 106 N. Green Morganton Hdwr..... 112 Union St. Morganton Lmbr..... 900 E. Main St. Wall Lmbr..... So. Sterling Murphy..... J. H. Hughes & Son New Bern..... Hargett Hdwr. Co. New Port..... Allen & Bell Hdwr. Co. Newton..... No. Newton Hardware Co. No. Wilkesboro..... Buchanan Sply. Co. Pittsboro..... McNeill & Roberts Raleigh..... Martin Milwk. Co..... 200 Harrison Av. Oldham & Worth..... W. & Cabarrus So. Bldrs. & Sply..... 622 N. Dawson Reno..... Ranlo Supply Co. Reidsville..... Hudson & Lester Hdwr. Bldg. Sply. Rockwell..... Cozart Lmbr. & Sply. Salisbury..... Salisbury Lmbr. & Sply. Sanford..... Crown Products..... 157 Charlotte Av. Johnson Cotton..... Endore St. Makepeace Millwork Co..... Box 148 Shelby..... Cleveland Lmbr. 217 Arrowwood N.W. Ellis Lmbr. Co..... Hwy. 18 So. Gheen Lmbr..... 213 W. Warren St. Z. J. Thompson..... 500 N. Washington Siler City..... Home Bldrs. Sply. Co. Spring Hope Edwards Milwk. & Bldrs. Stanley..... W. G. Hawley Lmbr. Co. Statesville..... H & B Co..... Diamond Hill Sherrill Lmbr. Co. Sylvia..... Sylvia Coal & Lmbr. Co. Taylorsville..... Sipa Lumber Co. Thomasville..... Bowers Lmbr. Co. Lexington Av. Ex. Lower Sply..... High Point Hwy. Troutmans..... Protex Weatherstrip Valdese..... Brinkley Lmbr. Co. Yale..... J. M. Beam & Bros. Inc. Yarona..... Stephen's Supply Co. West End..... McDonald Bros. W. Jefferson..... Midway Lmbr. & Sply. Whiteville..... Townsend Bldrs. Sply. Wilmington..... City Bldrs. Sply..... 220 N. Water Nat'l Bldrs. Splys..... 716 S. 17th Winston-Salem..... Forest Hills Lmbr..... Polo Rd. & Craft Poindester Lmbr. Co. Smith Phillips Lmbr. Co. Tuttle Lmbr..... 1621 Stadium Dr. NORTH DAKOTA Carrington..... Froelich-Schultz Lmbr. Fargo..... Interior Lmbr. & Fuel Co. Harvey..... C & G Inc. Minot..... Broten Lumber Co. Minot Lumber Co. Robertson Lumber Co. Stanley..... Will Lumber Co. Taylor..... Taylor Lumber Co. OHIO Akron..... Akron Lmbr..... 1445 Triplet Blvd. Lyman-Hawkins..... 1300 Kenmore Archbold..... The Gotshall Lmbr. Co. Ashabula..... Dodge Lmbr..... 615 W. 48th St. J. G. Laird Lmbr..... 1586 Morton Dr. M. C. Robinson..... Park St. Barberton..... Barberton Whal. Lmbr. Batavia..... Keen Coal & Sply. Co. Bedford..... Square Deal Lmbr. Co. Berea..... Hennie Lmbr. & Sply. Co. Cambridge..... Cambridge Lmbr. & Cl. Canton..... Block Coal & Sply..... 604 8th St. Block Coal & Sply..... 1516 Perry Rd. Fulton Lmbr..... 2501 Fulton Rd. N. W. Mehaffies..... 2925 Harrison Rd. Whitmer Lmbr..... 3738 Cleveland Av. Ed Williams..... 7th St. N.W. at B&O Carlisle..... The Gross Lumber Co. Carrollton..... Carrollton Farmers Ex. Co. Chagrin Falls..... Kehres Lmbr. Co. Chardon..... Geauga Lmbr. & Milwk. Cincinnati..... Cordes Lmbr..... 15 East 66 J. B. Doppes Sons' Lmbr..... 1250 Ged. Kneilman Lmbr..... 2003 Van Zandt Rd. Pierson Lmbr..... Cooper & Cherry Sts. Cleveland..... Broadway Lmbr..... 8022 Broadway Forest City Mtl. 5000 Brookpark Rd., 14651 Lorain Av. and 17903 St. Clair Av. Suburban Lmbr..... State Rd. & Brkpk. Columbus..... Cotton Lmbr..... 3500 E. Main St. Elephant Lmbr. Stores Coshocton..... Muskingum Vly. Lmbr. Dayton..... Dayton Bldrs. Sply..... 800 E. First Edgemont Bldrs..... 3200 Oakridge Dr. West Side Lmbr..... 1831 W. Third St. Edgerton..... The Lutterblin Lmbr. Elmore..... Elmore Lmbr. & Bldrs. Sply. Elyria..... Temple Lumber Co. Barnesville..... Barnesville Lmbr. & Sply. Findlay..... Blanchard Vly. Sply..... 426 E. Lincoln Fred C. Swisher..... 109 Fair St. Fredericktown..... Fredericktown Lmbr. Garrettsville..... Paul Feed & Sply. Geneva..... Geneva Lumber Co. Glendale..... Great Western Sply. Co. Greenville..... Ballinger Lmbr. & Sply. Hamilton..... Hamilton Lmbr..... 940 Central Av. J. M. Horn Lmbr..... 4th & Dayton Sts. Linden Lmbr. & Coal..... 1000 Laurel Helena..... Helena Lmbr. & Bldrs. Sply. Keok..... T. G. Parsons Lmbr. Co. Lebanon..... The Lebanon Lmbr. Co. Leetonia..... Mellinger Lmbr. Lima..... Lima Lmbr..... N. Jameson & PRR Tuttle Lmbr..... 340 E. High St. Western Ohio Lmbr..... 128 E. Vine St. Lorain..... Lake Erie Bldrs. Sply. Co. Loveland..... The L. W. Nisbet Co. Lucasville..... Clifford Purdy Lmbr. Madera..... Geo. Meyer Co. Mansfield..... Home Materials Co. Maple Hts..... Advance Lmbr. Co. Marietta..... Marietta Concrete Massillon..... Brown Lumber Co. Maumee..... Kock Lumber Co. McArthur..... McArthur Sply. Co. Mechanicsdown..... Guess Mfg. Co. Middletown..... Middletown Lmbr. Minster..... Minster Lumber Co. Monroe..... Monroe Lumber Co. Morrow..... The Morrow Lumber Co. Mt. Vernon..... Millstone Lumber Co. Walker Lmbr..... 133 W. Gambler New Philadelphia..... Union Lumber Niles..... Niles Lmbr. & Sply..... 46 E. Church Robbins Av. Lmbr..... 363 Robbins Av. Norwood..... Modern Bldrs. Sply. Co. N. Olmsted..... N. Olmsted Lmbr. Co. Olmsted Falls..... Olmsted Falls Lmbr. Orville..... Glicher Lmbr. Co. Oxford..... Mahany Coal & Lmbr. Painesville..... Equity Lmbr..... 505 Liberty St. Laird Lmbr..... 438 N. State St. Perrysburg..... Koch Lumber Co. Piqua..... Becker Bros. Cl. & Bldg. Mtl. Ravenna..... Roger Brown Lmbr..... 644 S. Chestnut Ravenna Lmbr. & Coal..... Rt. 14 Republic..... Republic Lmbr. & Sply. Rossmyrne..... Midvale Lmbr. & Sply. Shadyside..... Futhy Lmbr. & Hdwr. Shelby..... Shelby Lumber Co. So. Euclid..... Monticello Lmbr. So. Lebanon..... Kash D. Ambury Lmbr. Steubenville..... Scott Lmbr. Co. Strongsville..... Strongsville Lmbr. Struthers..... Bernard Lmbr. & Sply. Tiltonville..... Harris Lmbr. Co. Toledo..... Bancroft Lmbr..... 4750 W. Bancroft St. Gallant Lmbr. Co..... 4605 Jackson Rd. Glass City Lmbr..... 5025 Doris St. Kelsey & Freeman..... 1101 Hoag St. King Lmbr..... 1913 Nebraska Av. Mayfair Lmbr. Co..... 5240 Lewis Av. New Methods Bldrs..... 1220 Doris St. So. Side Lmbr..... 1307 Prouty St. Star Lmbr..... 1701 Starr Av. Toledo Lmbr. Co..... 1566 Laskey Rd. Troy..... Troy Lumber Co. Van Wert..... Bayleaf Bldrs. Sply. Westerville..... Cedar Lumber Co. Wilkeville..... Star Bk. & Bldrs. Sply. Winterville..... Cove Valley Lmbr. Co. Wooster..... Buckeye Bldrs. Sply. Co. Worthington Village Lmbr. & Sply. Co. Youngstown..... Austintown Bldg. Mtl. OKLAHOMA Ada..... Adams Lmbr. & Sply. Co. Admora..... Bob Fraley Lmbr. Co. Bartlesville..... Barlow Lmbr..... 424 W. Frank Phillips Bartlesville Lmbr. Co. Blackwell..... Amsden Lumber Co. Cordell..... Antrim Lumber Co. Cushing..... T. J. Hughes Lmbr. Co. Davis..... Dale Lumber Co. Edmond..... Long-Bell Lumber Co. Elk City..... Western Lmbr. & Hdwr. Enid..... Antrim Lumber Co. Lamont..... Amsden Lumber Co. Maysville..... Tulsa Rig-Lmbr. & Hdwr. McAlester..... Bowman & Rogers..... 29 E. Chickasaw O. G. McClain..... 1200 So. Main St. Midwest City..... W. P. "Bill" Atkinson Muskogee..... Commercial Lmbr..... 416 N. 4th St. Hope Lmbr..... 121 E. Okmulgee St. Oklahoma City..... L. B. Clayton Lmbr..... 300 N. May Long-Bell Lmbr..... 1001 W. Brillton Long-Bell Lmbr..... 4320 S. Robinson Mason Lumber Co. Okmulgee..... T. H. Rogers Lmbr. Co. Paula Valley..... Carvey Lmbr. Co. Santinel..... Antrim Lumber Co. Shawnee..... Bison Lmbr..... 208 N. Minnesota St. McKee Lmbr..... 123 N. Minnesota St. Stillwater..... K. W. Ingham Lmbr. Stillwell..... Stillwell Lumber Co. Tahlequah..... Tahlequah Lmbr. Co. Tahlequah..... Valley Lumber Co. Tulsa..... Allied Lmbr..... 7500 Sand Spring Rd. Dickason Goodman..... 923 E. 3rd St. Dixon Lmbr..... 3225 S. Harvard Hanna Lmbr..... 302 S. Peoria Rockwell & Sply..... 2802 E. 11th St. Mill Creek Lmbr..... 5244 E. 15th St. Spear Lmbr..... 2910 So. Yale Western Lmbr..... 4100 Dawson Rd. OREGON Aloha..... Mt. Hood Supply Co. Portland..... Mt. Hood Supply Co. PENNSYLVANIA Allentown..... Amardes A. Albright..... 315 N. 14th St. Ritter & Smith..... 1227 Gordon St. Trexler Lmbr..... 1602 Gordon St. Allison Park..... J. H. Avid & Bros. Altoona..... Buchanan Lmbr..... 823 19th St. Claster Lmbr. Co. Ambridge..... Ambridge Lmbr. & Sply. Annville..... D. L. Saylor & Sons Athens..... Whipples Lmbr. Yds. Bangor..... John Goffredo & Sons Bedford..... Jay Blackburn & Sons Belleville..... Claster Lmbr. Co. Benton..... Otto G. Little & Sons Berwick..... Berwick Lmbr. & Sply. Co. Bethlehem..... Morris Black & Sons Brown-Borhek..... Main & Lehigh Sts. Birdsboro..... 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W. H. Smith Lmbr. Erie..... Atlas-Erie Sply..... 1432 Chestnut St. Fitts Lmbr. & Sply..... 827 E. 10th St. John F. Kuhns Lmbr. Parade at 21st D. Schlosser Lmbr..... 1516 Sassafras Everett..... Everett Hardwood Lmbr. Forest City..... E. A. Bloxham Franklin..... James Lumber Co. Freemansburg..... Right Lmbr. Co. Gettysburg..... Gettysburg Bldg. Sply. Glenshaw..... N. Hills Lmbr. & Sply. Glenside..... Glenside Lmbr. & Coal Green Lane..... F. K. Kleinbach Sons Halfstead..... Halfstead Sply. Co. Hamburg..... Buechley Milwk. & Lmbr. Harrisburg..... Earl D. Latsha..... R. D. No. 2 Paxtang Fuel & Sply..... 3715 Derry St. Pennsylvania Sply..... 10th & Mulberry Hartboro..... Martin & Bradley Herrickville..... C. C. Allis Hershey..... Hershey Lmbr. Products Honesdale..... Narrowsburg Lmbr. Co. Honeybrook..... Shanahan, Inc. Hughesville..... Lundy Lumber Co. Huntington..... Claster Lumber Co. Imperial..... C. H. Cunningham Lmbr. Jersey Shore..... Claster Lumber Co. Johnstown..... Conemaugh Lmbr..... 280 D. St. W. D. Vamer & Son..... 524 Horner St. Harry G. Wise & Sons..... 123 Belmont Kane..... Kane Lumber & Fuel Co. Kresgeville..... Harold Burger Lmbr. Laceyville..... Whipples Lmbr. Yds. Lansdowne..... Robert C. Powell Dist. Lemoyne..... Otto & Hallinger, Inc. Lewisburg..... Claster Lumber Co. Hoffman Sply..... 12 Depot St. Lewistown Lmbr. Kishacoquillas Rd. Lincolnton..... A. Shreve & Son Littlestown..... Littlestown Bldg. & Sply. Lock Haven..... Claster Lmbr. Co. Luzerne..... Bennett Lmbr..... 682 Bennett St. West Side Bldg. Mtls..... 262 Union St. Meadville..... City Coal & Sply..... 131 Mead Av. C. C. DeVore..... 304 Arch St. Mertztown..... Earl A. Walbert Mill Hill..... Hills Lumber Co. Reininger Lumber Co. Milville..... Sones Lmbr. & Sply. Milton..... Claster Lumber Co. Montrose..... H. D. Griffin & Sons Morgantown..... E. J. Foust, Inc. Moscow..... Brookside Lumber Co. Muncy..... Lundy Lumber Co. Myerstown..... Chas. C. Loose & Son Nazareth..... 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"Vintage, Schmintage," says Bert Lahr



"All I know is Virginia Dare Wine sure tastes good!"

"BASICALLY, I guess I'm just a plain, down-to-earth American. I've never understood people who go wild over vintages, bouquets, and all that stuff.

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"As my friends say when I bring out a bottle of Virginia Dare Wine, 'It sure tastes good, doesn't it?' And it does, too."

Bert Lahr has put into words the good, honest feeling that a lot of folks have about Virginia Dare Wine—red or white—the wine you can buy and serve with confidence. We're

proud to have Bert feel the way he does.

And we'd be proud to have you join him as one of the millions of Americans who drink Virginia Dare Wine just because "it sure tastes good."

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VIRGINIA DARE
WINE
GARRETT & CO., INC., N. Y.





WITH ITS WEBBED FEET AND TWO-FOOT WINGS OUTSPREAD, A BOOBY APPROACHES THE YACHT FOR A LANDING

BOAT FULL OF BOOBIES

Dropping anchor off tiny Cocos Island near Costa Rica one night, the crew of the yacht *Observer* set about preparing tackle for the morning's sail-fishing. Suddenly a booby, a goose-sized sea bird, popped through a porthole. Seconds later the boat was swarming with the birds, apparently attracted from their nearby nesting grounds by the late-burning lights. Fearless of man (their name comes from the

Spanish *bobo*, meaning dunce), the boobies strutted about the decks and through the cabins, squawking loudly for handouts. Armed with nets, the crewmen tried to snare them, but the agile boobies merely perched on their nets. Finally, at sunup, the boobies debarked, leaving the *Observer's* crew completely exhausted and its decks littered with fragrant fishheads regurgitated by the birds in the heat of the chase.



BOOBY GETS BOUNCED as Engineer Peter Mourguart shoos it away after a crewman missed it with his

net. Undeterred, booby circled the boat, popped into the galley, was finally evicted by the cook with a carving knife.

CONTINUED

in a fog

WITH **ashtray**
smog?



WATCHING
TELEVISION
?
AT BRIDGE
?
HOW ABOUT
THOSE BURNS
IN RUGS AND
FURNITURE?

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Safety Ashtray

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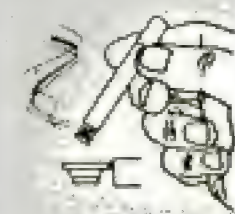
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ELEMENT



IT'S SAFER

Insert cigarette in cone element. It can't shed sparks or fall out on carpet or furniture...and smoke stops instantly!



STAYS LIT WITHOUT SMOKING

Retains fire several minutes. Your cigarette smokes only when you smoke. No "ash-tray smog"!



MILDER, BETTER FLAVOR

Smogmaster element dissipates heat, cuts "tar" formation. When ready, lift cigarette and enjoy cooler, milder, cleaner smoking. If neglected, cigarette is extinguished...but tastes fresh if relighted!



NEW accent-styled colors

are permanently fused in lifetime metal.

GET Smogmasters at department, drug, gift, stationery, tobacco, men's stores. If dealer is "out"... factory will ship, postage prepaid, **DIRECT TO YOU**, satisfaction or money back.



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Dandruff on shoulders is excessive dandruff... a sign your scalp needs care

DANDRUFF

Why it may be
"the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.



1st STAGE:
Spores of Malassez

Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:



2nd STAGE:
Bacilli shown
may be present

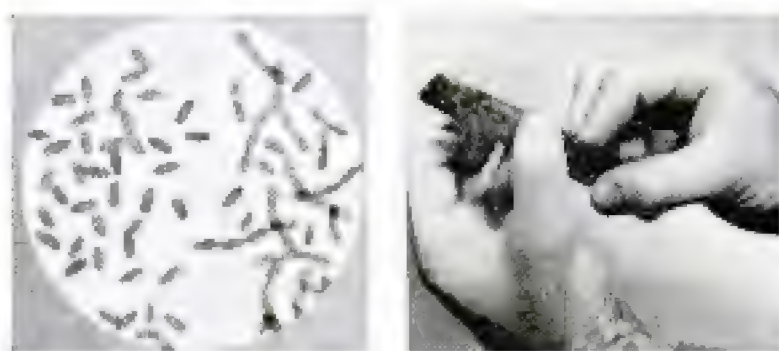
TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. **TONIGHT**, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

Tomorrow morning—and every morning: Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more



3rd STAGE: Bacilli shown may be present.
Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

Money-back offer. Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

KREML HAIR TONIC

BOOBIES CONTINUED



POPPING THROUGH PORTHOLE, a booby seizes a towel in its long beak. It tugged and chewed on it awhile, then abandoned it to search for fish.



ACROSS COUNTERPANE, a booby flees from Fisherman Herman Teeter. Finally expelled, it waddled to bow, turned and squawked angrily at Teeter.



BIRD IN HAND icily eyes Engineer Mourguiart after capture in washstand. Boobies trail boats, were probably birds that welcomed Columbus to America.



Left: No. J5129—Briarhide calf-skin; leather sole, rubber heel. Center: No. J5720—Briarhide calf-skin; leather sole and heel. Right: No. J2187—Chestnut calf-skin; leather sole, rubber heel.

NOTE: These three styles also available in black, to go with your blue or grey suit.

Correct Jarman Styles *to go with your brown or tan suit*

It's a fine feeling to *know* you're correctly dressed—it gives you self-confidence that actually makes you look smarter. Wearing shoes of the *right* style and color is vital to this smarter appearance. For example, you can be sure you're correct when you wear any of the above handsome Jarman dress shoes with a brown or tan suit. And you don't have to limit your choice to these three—your dealer has other

Jarmans suitable for such wear. In addition, he has many styles to go with each of your basic outfits—dress or casual, whether brown, tan, blue or grey. (And we



might add that all Jarman shoes are style-right for smartness, comfort-light for walking ease, and built right for long wear.)

To help you know "which shoes to wear with what" your Jarman dealer has a free Jarman "Style-O-Scope" for you. With its "magic arrow" this handy new chart automatically shows you the correct shoes to wear at all times. And by telling what is *right*, it indirectly tells what is *wrong*—such as black shoes with a brown or tan outfit. Why not visit your near-by dealer right away and select your smart new Jarman shoes for fall and winter. At the same time get your free Jarman "Style-O-Scope" and know that from then on you'll be *right in style* for every occasion.

Jarman
SHOES FOR MEN

Most Styles \$9.95 to \$18.95

JARMAN SHOE COMPANY • NASHVILLE, TENNESSEE
DIVISION OF GENERAL SHOE CORPORATION



TWO OF AUTUMN'S GREATEST EVENTS...

Libby's Harvest

AT FOOD STORES - SEPT. 29 THROUGH OCT. 29. It's nature's way to greet fall with a display of brilliant color. It's Libby's way to greet fall with displays announcing their great annual Harvest of Values in food stores everywhere. Now's the time to put in a supply of good-eating, quick-fixing, money-saving canned foods—the quality kind with the Libby label. Fruits, vegetables, juices, meats, relishes! Select from a full line of Libby's. Select plenty—now!

Libby, McNeill & Libby, Chicago 9, Illinois





NATURE'S COLORAMA AND
of Values



Crystals made from real oranges are right in this new mix

An entirely new delight in a cake! Real fresh fruit flavor, and you don't squeeze an orange or grate a rind. Country-fresh eggs are blended into the mix, too. Milk is all you add.



These tiny crystals are the Pillsbury secret! Made from the peel and juice of select, tree-ripened oranges, they have both the sweetness of the juice and the tartness of the rind, to give you the kind of orange cake never possible from any recipe, or from any other cake mix. Pillsbury, the one and only Orange Cake Mix.



NEW!
Pillsbury Orange Cake Mix



NEWLY DISCHARGED GIs MIKE KIDD, GENE KELLY AND DAN DAILEY DO IMPROMPTU HOEDOWN WITH ASH BARREL LIDS

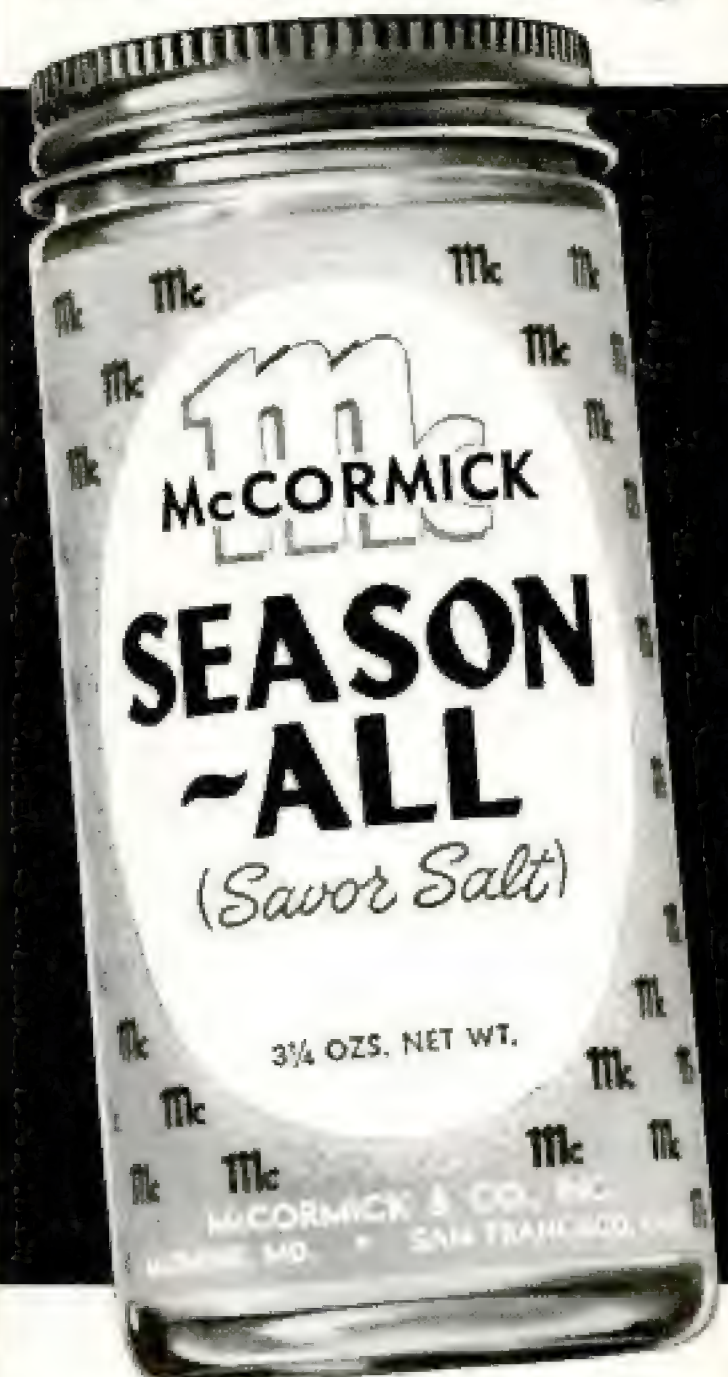
ASH CAN SCHOOL OF BALLET

Inspired dancing makes 'It's Always Fair Weather' a smash hit musical

The three uniformed zanies clanking out the mid-night ash-can-can above, in celebration of their undying friendship, are living proof that movie dancing is one lively art that is surely getting more original—not to say better—than ever. The dancers are top Choreographer Michael Kidd, in his first movie role,

and veteran dancers Gene Kelly and Dan Dailey. They star in M-G-M's newest, *It's Always Fair Weather*, a hilarious spoof of bigtime TV that shines pleasantly through most of a neatly written script but fairly sparkles when it gets down to the boisterous professional footwork of its three GI heroes.

NEW!



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THE HOUSE OF McCORMICK

FROM FARM BOY

Fondly describing 'grand times' of youth, Harry Truman recalls the years that shaped a President

by HARRY S. TRUMAN

ONE of the difficulties I encountered in connection with being President was the intrusion of journalistic curiosity about my personal affairs and my family. Stories were being written about my early life, associations and education intended, perhaps, to shed some light on the reasons for my actions and what course I would be likely to take. Speculations about what I would do led to many baseless conclusions. Far too often they grew out of inaccuracies or even untruths about my life.

Ultimately, when books came to be written about me, many questionable or untrue statements began to appear as if they were actual parts of "the record." One such book—it was a book for children—contained, it seemed to me, more inaccuracies than facts, and more false quotations than true ones from individuals who, purportedly, had been interviewed about me.

I believe it fair to say that a great deal of misinformation about me has gained a foothold in this way, and I suppose that some of these "facts" will not be dislodged easily. Still, I hope to prevent the spread of further misinformation, and for that reason I digress at this point to write about myself. I do so without any introspective trimmings.

I was born in Lamar, Mo. at 4 o'clock in the afternoon on May 8, 1884. When I was about a year old, the family moved to Cass County, Mo., south of Harrisonville, where my father ran a farm and where my brother Vivian was born on April 25, 1886. In 1887 we moved to the Sol Young farm in Jackson County. My sister Mary Jane was born there on Aug. 12, 1889.

My grandfather Truman lived with my father wherever he went, and I remember him very well. He was a dignified, pleasant man, particularly with Vivian and me. I fear he spoiled us. My grandfather Young and our lovely grandmother, who had beautiful red hair and made wonderful cookies, also gave us free rein. My grandmother Truman had died before my parents were married.

Bob the cat and Tandy the dog

SOME of my happiest and most pleasant recollections are of the years we spent on the Young farm, when I was between the ages of 3 and 6. I had a bobtailed Maltese gray cat and a little black and tan dog not much bigger than the cat. The old cat was named Bob, because one day when he was asleep in front of the big fireplace in the dining room, a coal of fire popped out, lit on the end of his tail and burned off about an inch of it. I can well remember his yowls, and I can see him yet as he ran up the corner of the room all the way to the ceiling. The little dog was called Tandy because of his black and tan color.

These two animals followed Vivian and me everywhere we went, and me alone when Vivian was asleep or too tired to wander over the farm. I was missed on one occasion and was discovered in a cornfield a half-mile from the house enjoying the antics of the cat and dog catching field mice.

On another occasion we were playing south of the house in a beautiful pasture with a lovely maple grove in front of it. We had a new little wagon all painted red. I would pull Vivian and a neighbor boy our age named Chandler, and then the Chandler boy, with Vivian's help, would pull me. We discovered a mud hole at



IN 1934, HAVING JUST WON HIS FIRST MAJOR POLITICAL VICTORY,

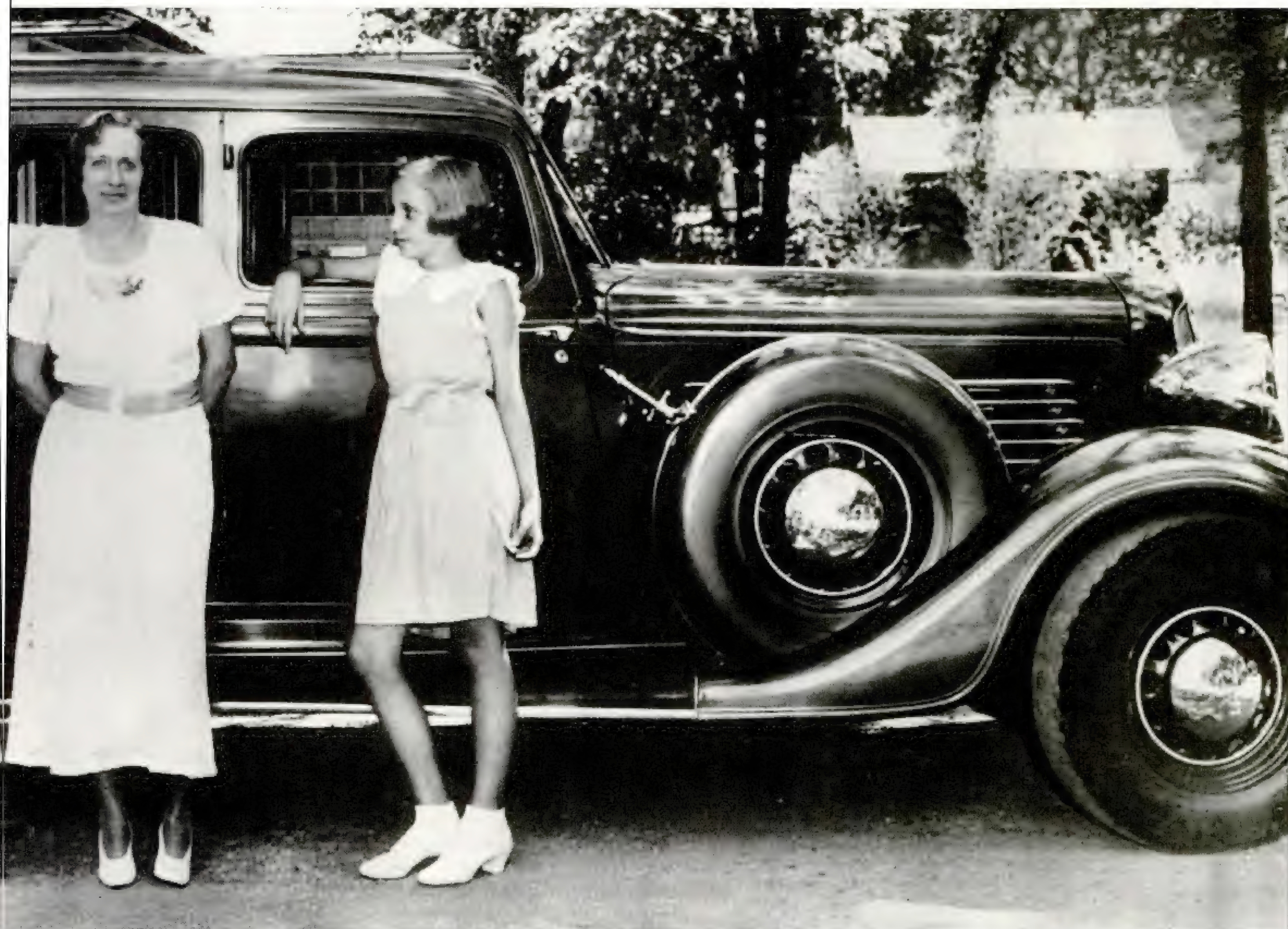
the end of the grove, and I pulled the wagon with the two boys in it into the hole and upset it. It seemed a good thing to do, and it was repeated several times, taking turn about. When my mother found us, we were plastered with mud and dirty water from head to foot. What a grand spanking I got as the ringleader!

My grandfather Young would take me to the Belton Fair, when it was running, in a big two-wheeled cart with high wheels. I would sit in the judges' stand with grandpa and watch the races, eat striped candy and peanuts and have the best time a kid ever had.

In the fall, when the apples and peaches were ripe, they were picked, the peaches dried and the apples buried in the ground with straw and boards above them. In midwinter the apples would be dug up, and were they good! My mother and grandmother dried a lot of peaches and apples, and what fine pies they would make in the winter. There was peach butter, apple butter, grape butter, jellies and preserves, all made in the kitchen by Mama, grandma and the German hired girl. All were good cooks.

Later, after the fall freeze, came hog-killing time with sausages, souse, pickled pigs feet and the rendering of lard in a big iron kettle in the smokehouse. Vivian still has that kettle. Mama used to tell me that the only reason it was there was because it had been too heavy for the Kansas Redlegs to carry when they robbed the house during the Civil War, burned it and killed all the 400 fat hogs, taking only the hams.

TO U.S. SENATOR



NOMINATION FOR SENATOR, TRUMAN STANDS WITH HIS WIFE AND DAUGHTER BESIDE THE CAR THEY WOULD DRIVE TO WASHINGTON

My father bought me a beautiful black Shetland pony and the grandest saddle to ride him with I ever saw. (Vivian has just had that lovely saddle rehabilitated for his 3-year-old granddaughter, 65 years later.) My father would let me ride over the farm with him beside his big horse. He and Grandpa Young were partners in the operation of the farm and the handling of herds of cattle and mules as well as hogs and sheep. I became familiar with every sort of animal on the farm and watched the wheat harvest, the threshing and the corn shucking, mowing and stacking hay and every evening at suppertime heard my father tell a dozen farm hands what to do and how to do it. In addition to the 600 acres where we lived, there was another farm of 900 or a thousand acres four miles away which had to be operated too.

A big house and a fine garden

WHEN we moved to Independence in December 1890, my father bought a big house on South Chrisler Street with several acres of land, a wonderful strawberry bed and a fine garden. At the same time, he was operating a farm southeast of town and went into buying and selling cattle, hogs and sheep.

Aunt Ella lived in Independence. She was my father's oldest sister, and we saw a lot of her and her three daughters after we moved to Independence. We grew up and went to school with

cousins Nellie and Ethel Noland, Aunt Ella's daughters. Nellie would translate my Latin lesson for me when I was in high school, and I would escort Ethel to parties and learn how to be polite from her. I was always afraid of the girls my age and older.

With our barns, chickenhouse and a grand yard in which to play, all the boys and girls in the neighborhood for blocks around congregated at our house. We always had ponies and horses to ride, goats to hitch to our little wagon which was made like a big one. An old harness maker in Independence made Vivian a set of double harness just like the big set. We would harness two red goats to the little wagon and drive it everywhere around the place. Years later, this good old harness man defeated me for Eastern judge of the Jackson County court.

About this time my parents decided that we should start attending Sunday school. My mother took us to the nearest Protestant church, which happened to be the First Presbyterian at Lexington and Pleasant Streets, and we attended regularly every Sunday for as long as we lived in Independence.

We made a number of new acquaintances, and I became interested in one in particular. She had golden curls and has, to this day, the most beautiful blue eyes. We went to Sunday school, public school from the fifth grade through high school, graduated in the same class and marched down life's road together. For me she still has the blue eyes and golden hair of yesteryear.

My mother had taught me my letters and how to read before I was 5 years old, and because I had a hard time reading newspaper print, I was taken to an oculist for an eye examination. I was fitted with glasses and started to school in the fall of 1892, when I was 8 years old. The glasses were a great help in seeing but a great handicap in playing. I was so carefully cautioned by the eye doctor about breaking my glasses and injuring my eyes that I was afraid to join in the rough and tumble games in the schoolyard and the back lot. My time was spent in reading, and by the time I was 13 or 14 years old I had read all the books in the Independence public library and our big old Bible three times through.

In 1896 my father sold the house on Chrisler Street and bought one at 909 West Waldo Avenue at North River Boulevard. I have one or two vivid recollections of the Chrisler Street place that deserve mention. In the fall of 1892 Grover Cleveland was re-elected over Benjamin Harrison, who had defeated him in 1888. My father was very much elated by Cleveland's victory. He rode a beautiful gray horse in the torchlight parade and decorated the weather vane on the tower at the northwest corner of the house with a flag and bunting. The weather vane was a beautifully gilded rooster.

My first year in school was a happy one. My teacher was Miss Myra Ewing, with whom I became a favorite, as I eventually did with all my teachers.

In January of 1894, my second year at Noland School, Vivian and I had severe cases of diphtheria from which I had difficulty recovering. My legs, arms and throat were paralyzed for some months after the diphtheria left me. I went to summer school after my sickness to catch up. I skipped the third grade and went directly into the fourth.

We found West Waldo Street to be a most pleasant neighborhood. We had wonderful times in that neighborhood from 1896 to 1902. Usually there were goats, calves, two or three cows, my pony and my father's horses to be taken care of. The cows had to be milked and the horses curried, watered and fed every morning and evening. In the summertime the cows had to be taken to pasture a mile or so away after morning milking and returned the same evening. The goats and calves had to be taken to the big public spring at Blue Avenue and River, two blocks south of our house, for water. There was a woodpile on which my brother and I had to work after old Rube, a good old colored man with a limp, had sawed the cordwood into the proper length for the cooking stove. The wood had to be split and carried to the wood box in the kitchen for "Aunt" Caroline's use in making cookies, corn bread and all sorts of good things to eat. We also had a garden which had to be weeded in season and a yard to be mowed and raked too. Somehow we managed to get most of the chores done which had been laid out by my father and still have time to play and enjoy the company of our pals too.

'My mother was very patient'

WE carried on quite a trading business in pigeons, chickens, cats and pups. My mother was very patient with us and our pals and always came to our defense when we went a little too far and the various fathers decided to take a hand.

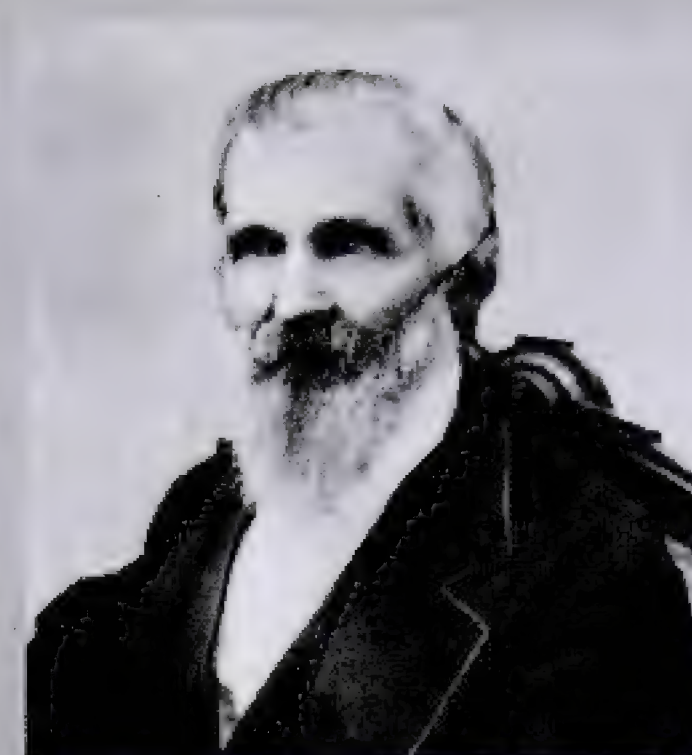
After a while we began to grow up. The gang scattered here and there, and shortly the serious business of education, jobs and girls began to take all our time.

I do not remember a bad teacher in all my experience. They were all different, of course, but they were the salt of the earth. They gave us our high ideals, and they hardly ever received more than \$40 a month for it. We learned geometry, music, rhetoric, logic and a smattering of astronomy. History and biography were my favorites.

My debt to history is one which cannot be calculated. I know of no other motivation which so accounts for my awakening interest as a young lad in the principles of leadership and government. The lives of the great administrators of past ages intrigued me, and I soon learned that the really successful ones were few and far between. I wanted to know what caused the successes or the failures of all the famous leaders of history. I pored over Plutarch's *Lives* time and time again, and spent as much time reading Abbott's biographies of famous men. I read the standard histories of ancient



GRANDFATHER TRUMAN



GRANDFATHER YOUNG



GRANDMOTHER TRUMAN



GRANDMOTHER YOUNG

FROM THE TRUMAN ALBUM: His paternal grandparents, Anderson Shippe Truman and Mary Jane Holmes Truman, migrated from

Egypt, the Mesopotamian cultures, Greece and Rome, the exploits of Genghis Khan and the stories of Oriental civilization, the accounts of the development of every modern country, and particularly the history of America.

While still a boy, I could see that history had some extremely valuable lessons to teach. I learned from it that a leader is a man who has the ability to get other people to do what they don't want to do, and like it. It takes a leader to put economic, military and government forces to work so they will operate. In those periods of history when there was no leadership, I learned that society usually groped through dark ages of one degree or another.

History showed me that Greece, which was not as big as the state of Missouri, left us ideas of government that are imperishable and fundamental to any society of people living together and governing themselves. I began to see that the history of the world has moved in cycles, and that very often we find ourselves in the midst of political circumstances which appear to be new but which might have existed in almost identical form at various times during the past 6,000 years.

Especially in reading the history of American presidents did I become aware of the value of knowing what has gone before. I learned that the idea of universal military training, which was being hotly debated when I was in my teens, had first been recommended by President Washington in 1790. I learned of General McClellan, who traded his leadership for demagoguery and eventually defied his commander in chief, and was interested to learn how President Lincoln dealt with an insubordinate general.

These lessons were to stand me in good stead years later, when I was to be confronted with similar problems. There were countless other lessons which history taught that would prove valuable to me. I learned of the unique problems of Andrew Johnson, whose destiny it was to be thrust suddenly into the presidency to fill the shoes of one of history's great leaders. When the same thing happened to me, I knew just how Johnson had coped with his problems, and I did not make the mistakes he made.

MY first paying job was opening up a drugstore in Independence for Mr. Jim Clinton at 6:30 in the morning, mopping the floors, sweeping the sidewalk and having everything shipshape when Mr. Clinton came in. When everything was in order, there were bottles to wipe off and shelves to dust. I never finished the bottles and shelves by school time and had to start the next morning where I'd



TRUMAN'S PARENTS ON THEIR WEDDING DAY, 1891

Kentucky farms to Jackson County, Mo., as did maternal grandparents Solomon Young and Harriet Louisa Gregg Young. Truman's parents,

left off the day before. By the time I got around them all, it was time to start over. How I hated Latin-covered prescription bottles and patent-medicine shelves!

The drugstore had plate glass windows in front with a big glass jar shaped like an enlarged Greek vase in each window. Each vase was filled with colored water and oil in layers. How they kept those colors from mixing I don't know. Then the vases were surrounded by displays of patent medicine to be cleaned and dusted, and once a week the windows had to be washed and redecorated.

You walked through a front door onto a tile floor with showcases on each side and a soda fountain on one side in front. Behind the cases on one side were interminable rows and rows of bottles with those Latin abbreviations on them. One in particular I remember, because Mr. Clinton told me to be careful not to break it. He said no more Icy Toad Feet was to be obtained. The mark on the bottle was IC TODES FOET. I never found out what it was.

Whisky for 'anti-saloon leaguers'

IN a little closet under the prescription case, which faced the front and shut off the view of the back end of the store, was an assortment of whisky bottles. Early in the morning, sometimes before Mr. Clinton arrived, the good church members and anti-saloon leaguers would come in for their early morning drink behind the prescription case at 10¢ an ounce. They would wipe their mouths, peep through the observation hole in the front of the case and depart. This procedure gave a 14-year-old boy quite a viewpoint on the public front of leading citizens and "amen-corner-praying" churchmen.

There were saloons aplenty around the square in Independence, and many leading men in town made no bones about going into them and buying a drink. I learned to think more highly of them than I did of the prescription-counter drinkers.

I'll never forget my first week's wages—three big silver dollars. It was the biggest thing that had happened to me, and my father told me to save it for myself when I tried to give it to him on coming home that Saturday night.

After a few months at this morning and night work, my high school studies became rather heavy, and my father suggested that I quit my job and study harder, which I did.

I began going to my Aunt Ella Noland's house to study Latin and algebra with Cousin Nellie and Cousin Ethel and, incidentally,



VIVIAN TRUMAN, 2, AND HARRY TRUMAN, 4, IN 1898

John Anderson and Martha Ellen Truman, gave him no middle name, simply initial "S." for both grandfathers' names, Shippe and Solomon.

my beautiful young lady with the blue eyes and golden hair. This happened about twice a week; and on two other nights Fielding Houchens and I would go out to Miss Maggie Phelps and take special courses in history and geography. We were hoping to obtain appointments either to West Point or to Annapolis. I was anxious for a higher education, and because my father was having financial troubles about this time, I knew he would not be able to send me to college when I finished high school. Unfortunately, my poor eyesight kept me from getting an appointment.

I was graduated from high school in 1901, a short time after my 17th birthday. In the fall I got a job as timekeeper on the Santa Fe Railroad working for a contractor named L. J. Smith. I kept that job until the contract was finished, living in hobo camps along the Missouri River where the Santa Fe Railroad ran. I became very familiar with hobos and their viewpoints. I learned what it meant to work 10 hours a day for \$1.50.

These old hobos were characters in their own right. It was my duty to pay them off Saturday nights, if they wanted to be paid. The pay-off took place in a saloon either in Sheffield or Independence. The object in paying the men in a saloon was to give them a chance to spend all their money right there and guarantee their being back to work on Monday morning. The checks were time checks and were signed by me as timekeeper. If I made a mistake in favor of the hobos, I lost the money; but if the mistake favored the contractor, he kept it. If a man drew his time under two weeks, he was discounted 10% of his pay. The contractor got this 10% instead of the saloonkeeper. My salary was \$35 a month and board, but I received a very down-to-earth education in the handling of men.

My father sold the house on Waldo Avenue and bought another at 903 North Liberty Street, where we stayed a few months, and then bought a house in Kansas City at 2108 Park Avenue. Vivian and I went to work at the National Bank of Commerce at \$35 a month. We worked in that part of the bank called the "zoo" which handled the transit checks that came through the bank as through a clearinghouse. A short time after we started, I was promoted to personal filing clerk for the president and cashier of the bank. My salary was increased from \$35 to \$40 a month.

My father traded the house at 2108 Park Avenue for 80 acres of land in Henry County and moved to Clinton. I changed jobs and went to work at the Union National Bank where I was paid \$60 a month as a bookkeeper. Vivian and I stayed on in Kansas

Masonic career.
 Joplin Father's death.
 Uncle's death Oil deal.
 War of 1917 Camp ^{eastern} Doniphan
 Promotion, Btn Adj. Bty Com-
 mander. Return home.
 Furnishing goods business
 Marriage. Business failure
 Eastern Judge. Defeat Mrs.
 Automobile Club.
 Presiding Judge 3 years.
 Public Buildings, Roads, firm
 of the County.
 U. S. Senator 10 years

Association with Pender-
 gast. Campaigns 1934, 1940
 V. P. 1944 President 1945

My first job was opening up
 a drug store for Mr. Jim Chilton
 at 6:30 in the morning, mopping
 the floor, sweeping the sidewalk
 and having everything ship shape
 when Mr. Chilton came in. When
 everything was in order as stated
 then there were bottles to wipe
 off and shelves to dust - there
 must have been a thousand
 bottles to dust and yards and yards
 of patent medicine cases and shelves
 to clean. At least it seemed
 that way because I never fin-
 ished the bottles and shelves
 by school time and had to

IN HIS OWN HAND Truman wrote outline (top) to guide himself in preparing *Memoirs*. At bottom is section of boyhood recollections.



BESS WALLACE AND FRIENDS eat watermelon on her lawn in Independence one Sunday in early 1900s. She is in front, second from right. At right rear is Will Boger, one of her admirers in addition to Truman at this time. At left are Truman's cousins Ethel and Nellie Noland. Three younger boys on ground are Bess's brothers Fred, Frank, George.

TRUMAN CONTINUED

City and boarded with a good old lady at 1314 Troost Avenue where we paid five dollars a week for room and board, which included breakfast and dinner. We usually bought a 10¢ box lunch and spent the noon hour eating it in a 5¢ picture show. We would go home weekends to be with the family.

In 1904 we moved back to the farm at Grandview. We moved in with my grandmother and ran the farm for the next 10 or 12 years.

WHEN I was growing up, it occurred to me to watch the people around me to find out what they thought and what pleased them most. My father and mother were sentimentalists. My father had been raised by a religious man, Grandfather Truman, who set the women of his family on a pedestal and kept them there. No one could make remarks about my aunts or my mother in my father's presence without getting into serious trouble.

My sister Mary Jane, named for his mother, was my father's favorite, and he made my brother and me look after her to see that she was properly protected in play and at school. We were a closely knit family and exceedingly fond of each other. My mother was partial to the boys, both in the family and in the neighborhood. I used to watch my father and mother closely to learn what I could do to please them, just as I did with my schoolteachers and playmates. Because of my efforts to get along with my associates, I usually was able to get what I wanted. It was successful on the farm, in school, in the Army and, particularly, in the Senate.

I gained a reputation in the bank of always finishing the task that was set before me and of helping the others get theirs done as well. Once in a while I would take the chief clerk of the Union National Bank, the head bookkeeper and the paying teller to the farm for a chicken dinner. My mother was great on fried chicken, baked ham, hot biscuits and custard pie. We would have a grand time, walk over the farm, look at the livestock and take horseback rides.

In 1905 Battery B of the National Guard of Kansas City was organized. I joined the year it was organized.

In 1906 I quit the bank and went back to the farm where I stayed until the war of 1917 came along. Grandma Young, who lived to be 91, died in 1909, leaving the 600-acre Blue Ridge farm to my mother and Uncle Harrison. Other members of the family contested the will, but the matter was settled out of court, and in 1916, when Uncle Harrison died, he left his share of the farm to my mother, my brother, my sister and me.

The great midcontinental oil fields were being opened at about

TEXT CONTINUED ON PAGE 91

PICTURES NEXT NINE PAGES



BACK HOME IN JACKSON COUNTY

Harry Truman is most revealingly himself when he is on his home ground, back in Missouri, behaving like any private citizen—as he is doing above. And his character can be best understood in terms of the place that shaped it, Jackson County, which is shown in the color photographs on the eight following pages.

Jackson County is a 600-square-mile chunk of prairie with hundreds of black-dirt farms, a dozen towns and one big metropolis, Kansas City. Its people are like other Midwesterners but have an

extra flavor which is strictly from Missouri. They are friendly, plain-spoken, proud of their history, partisan in their politics and stubborn when aroused. These traits are fully shared by Harry Truman, whose roots go back through two generations in rural Jackson County. Truman was over 50 when he first left home for Washington. By that time his experience as a farmer, salesman, National Guardsman, lodge leader, politician and office holder had put a permanent Jackson County stamp on his personality.

Photographed for LIFE by ELIOT ELISOFON

CONTINUED

Copyrighted material



1869 BRIDGE, first to span the Missouri, is Hannibal Bridge (*foreground*), Kansas City.



1850 HOUSE (*right*), Overfelt home in Independence, has Civil War bullets in walls.



MORMON CHURCH stands on site selected by sect when it arrived in Independence in 1831. Mormons were driven out soon after, but some returned and built church.

HISTORY ON EVERY SIDE

When Harry Truman's grandparents settled there in the 1840s, Jackson County was already the traffic center for the whole unsettled West. Wagon trains were outfitted in Independence for the long haul to Santa Fe or Oregon. Westport Landing, which became Kansas City, was the last port of call for Missouri River fur traders. Sol Young, Harry Truman's maternal grandfather, drove his mules and cattle across the plains and sold them in Utah or California.

During the Civil War, Jackson County was the scene of much guerrilla fighting and one decisive battle, at Westport in 1864, which the Confederates lost. Federal "Redlegs" from Kansas looted and burned the homes of Jackson County slave owners. Two of Harry Truman's uncles fought for the Confederacy and Harry's younger brother was named for a Southern hero, Major Jack Vivian. Southern resentments were still strong in rural Jackson County when Harry Truman was a boy, and the stories he heard about the fighting were an exciting part of his education.



WATER FOR FORTY-NINERS, who filled barrels in Independence before starting to California, came from this still-flowing public spring.

CIVIL WAR BATTLEFIELD where 20,000 Federals and 9,000 Confederates fought bloody Battle of Westport is now a park and duck pond.

CONTINUED



TRUMAN BIRTHPLACE in Lamar, Mo. is outside Jackson County. Owner Everett Earp (above) provides guided tours at 30¢ per person.

TRUMAN FARMHOUSE near Grandview was Harry's home from 1906 to 1917. Riders are his grandnieces, Wanda Sue and Linda Truman. →



MASONIC MEETING PLACE in Grandview is over hardware store. Truman, who was Grandview's first Master, attended meetings here.



FAMILY CHURCH for the Trumans in Grandview until 1951 was the old Baptist church (*above*). It is now used by the Assembly of God.





BROTHER AND SISTER, Vivian and Mary Jane Truman, are present co-owners of the farm along with Harry. Delcia is the farm's pet mule.

THE TRUMAN FARM AT WORK TODAY

Between the ages of 22 and 33 Harry Truman earned his living from the flat lush soil of Jackson County. With his father and brother he worked the Grandview farm which came to them from Grandfather Young. The Trumans raised corn, wheat, hogs and cattle, and they did pretty well—some years they netted \$15,000 from the farm. Harry bought a Stafford touring car with brass-bordered windshield and Prest-O-Lite lamps and in the evenings drove 25 miles over rutted dirt roads to Independence to see Bess Wallace.

The Trumans still own 500 acres at Grandview and they still raise corn and hogs there. But some of their land was sold recently for a shopping center, and new houses are springing up all around it. Nearby Kansas City is growing fast and Grandview is becoming a suburb. But it will always be "out home" to Harry Truman.



NEPHEWS Gilbert (left) and Harry Truman, Vivian's sons, now work the farm. They lease land from Uncle Harry, own their own machinery.



CORNFIELDS are cultivated with tractors by the farming Trumans today. Harry and brother Vivian used to do the job with four mules.



SHETLAND PONIES wait for riders beside a clump of trumpet vines. There were ponies on the farm when the former President was a boy.



PUREBRED HOGS are fed from pan by brother Vivian. He and Harry used to sit up all night to collect new-born pigs in barn shown here.

CONTINUED

Copyrighted material



ENLARGED COURTHOUSE in Independence was remodeled by Truman, who used old walls for vault and retained the old tower clock.

REMINDERS OF HIS EARLIER JOB

When Harry Truman goes walking or riding around home these days he can see many evidences of the work he did in the biggest job he had before going to Washington. In 1926 he was elected presiding judge of Jackson County. This was not a judicial job: the presiding judge heads the board that levies county taxes and spends the people's money.

Jackson County has two county seats, Kansas City for the western section and Independence for the eastern. Truman built a new courthouse in one (*right*) and remodeled an old one in the other (*left*). He persuaded the voters to authorize an unprecedented bond issue for roads and hospitals and spent \$60 million without producing scandal. As a county official Truman was honest, thorough and efficient—the kind of work-horse public servant he showed himself to be when, leaving Jackson County, he became a U.S. senator.



CONCRETE ROAD was laid during Truman regime between Blue Mills and Atherton (*background*). In 20 years it has needed few repairs.



MODERN BRIDGE across Big Blue River was built by Truman, who ordered it painted red because it replaced a historic red wooden span.



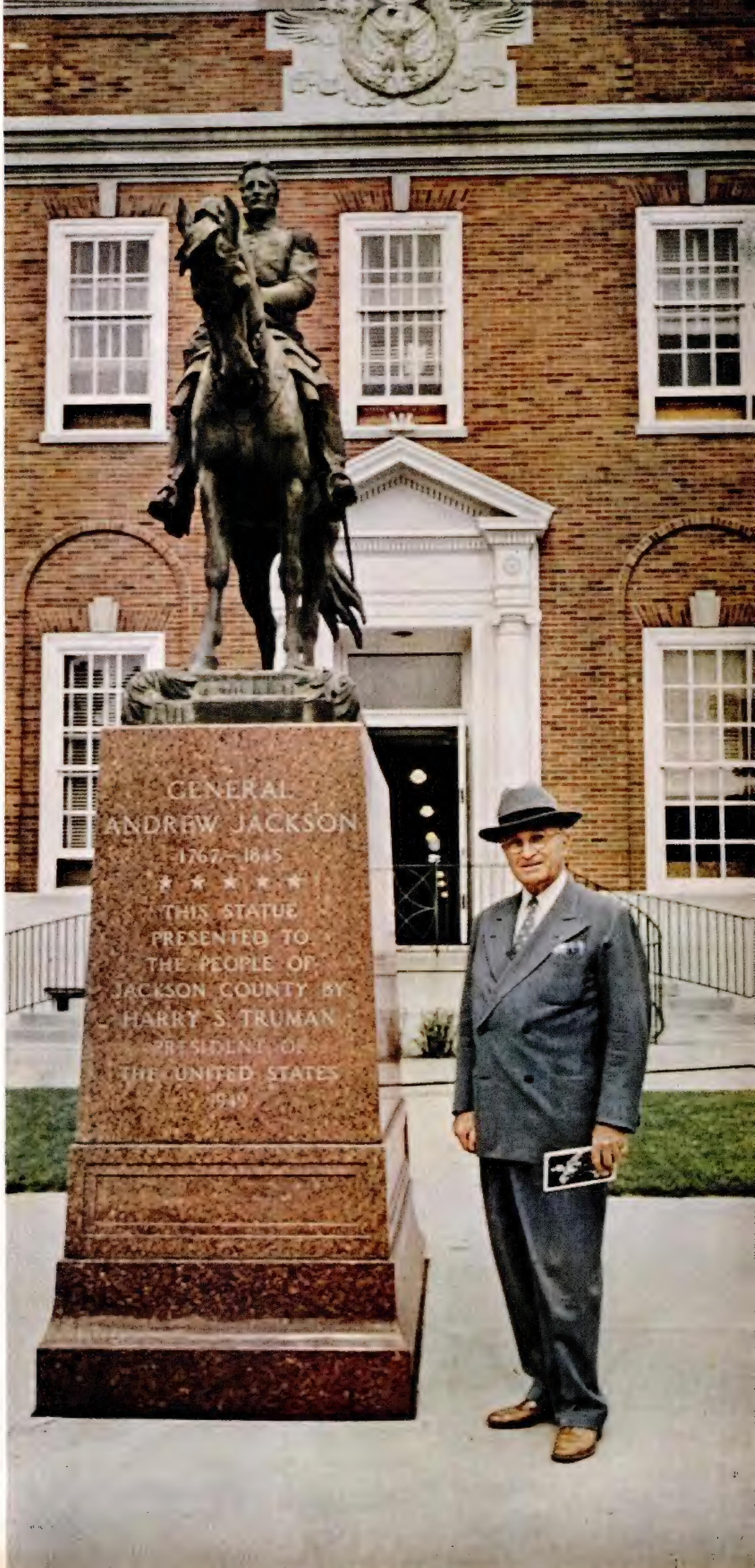
EX-JUDGE TRUMAN walks away from Independence courthouse, where his old offices were, after visiting friends who work there now.



NEW COURTHOUSE in Kansas City cost \$4 million, rises 15 stories, was built in 1933.



JACKSON STATUE given to Independence → by Truman is a copy of one in Kansas City.



catch up

on a whole new idea

in green beans



3 convenient ways to enjoy them:
Cut (shown here),
Whole and French Style.

It's an idea far too good to miss! DEL MONTE Brand Green Beans are an improvement *on* an improvement—our own special development of the famous Blue Lake variety.

They're firm, yet tender. Rich, yet delicate in flavor. With meaty, succulent pods. And absolutely no strings attached.

Won't you compare them with any other green beans you've ever tasted—canned, fresh or frozen? That's the only way to get the whole wonderful idea.

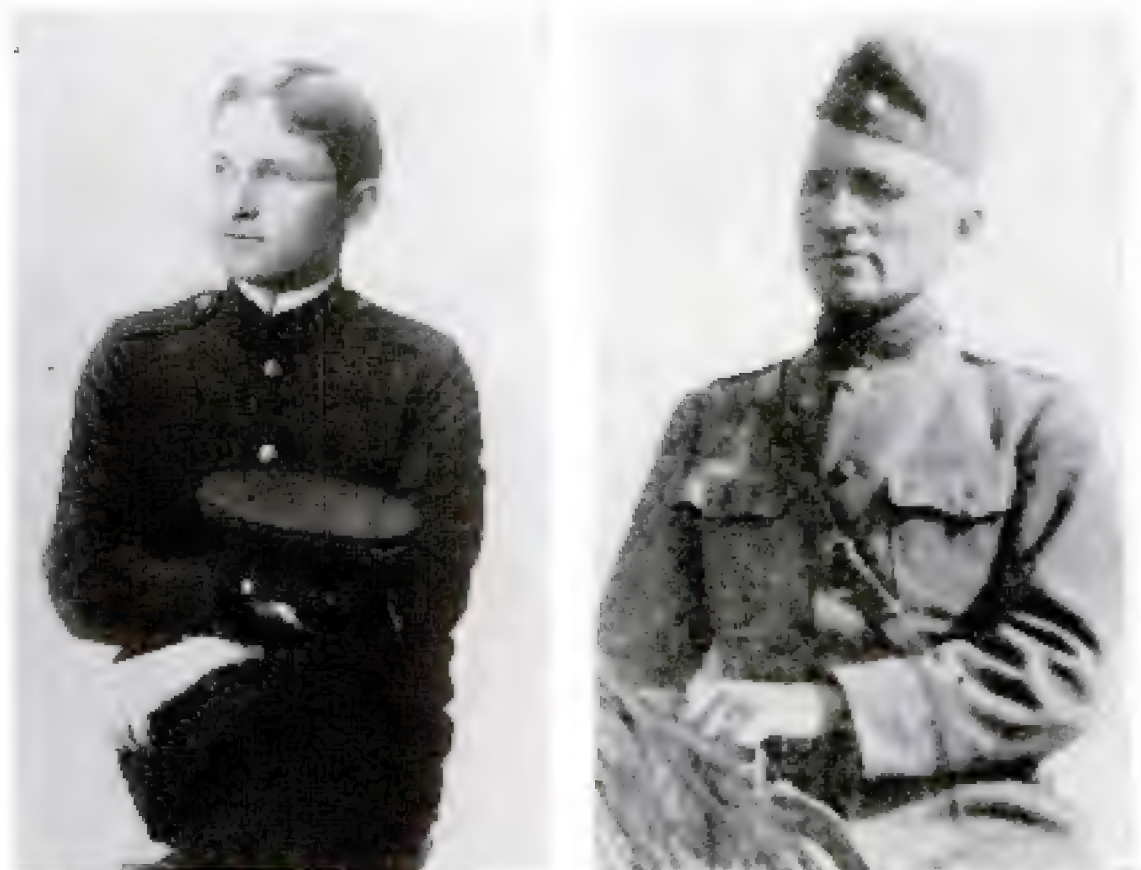
Finest Blue Lakes ever grown →
Del Monte® Green Beans



THE TRUMAN MEMOIRS CONTINUED

this time, and test drilling was extensive in Missouri and adjoining states. Interest was very widespread, and I decided to try my fortune in this mushrooming new industry.

Jerry C. Culbertson, a Kansas City attorney who had known our family for years, introduced me to a man named David H. Morgan, who had just moved to town from Tulsa, Okla. Morgan, I soon learned, was a businessman with a degree in law and with



MILITARY CAREER for Truman began in National Guard in 1905. At left he wears the uniform of Guard private, at right that of an AEF captain in France in 1918.

extensive experience in the oil industry. He was also a fine gentleman who was to become a lifelong friend of mine.

Culbertson had just completed an agreement with Morgan for the organization and promotion of an oil company, and he invited me to come in as a one-third partner. After I had executed five \$1,000 notes endorsed by my mother, the contract was drawn up on Sept. 25, 1916, making Morgan president of the new firm, Culbertson secretary, and myself treasurer.

I have always wondered how things would have turned out in my life if the war had not come along just when it did. Morgan & Company had just begun drilling on a huge block of leases we owned in the northwest corner of Greenwood County, Kan., when the war-created manpower shortage forced us to dispose of all our leases. Other companies and operators who bought our interests in Greenwood County continued drilling, and later in the year 1917 they struck the Teeter Oil Pool, one of the largest ever opened up in the state of Kansas.

WHEN the United States entered World War I in the spring of 1917, the Missouri National Guard decided to expand Battery B in Kansas City and Battery C in Independence into a regiment. I helped in that expansion. The regiment was organized, and all the officers were elected by the members of the organization. I was elected first lieutenant in Battery F when it was organized on May 22, 1917. I had not hoped for a commission, and I had a tremendous amount of work to do in order to become familiar with my job. On Aug. 5, 1917, we became the 129th Field Artillery of the 35th Division. On Sept. 26, 1917, we entrained for Camp Doniphan at Fort Sill, Okla.

The colonel appointed me regimental canteen officer, and I asked Eddie Jacobson, a member of Battery F and a man with merchandising experience, to help me. We collected \$2 per man from each battery and from each headquarters and supply company. This gave us \$2,200, whereupon Eddie and I set up a store, a barbershop and a tailor shop. We went to Oklahoma City and stocked up. Each battery and company was ordered to furnish a clerk for the store. Eddie and I sewed up their pockets, and I deposited our sales intake every day. After operating the canteen for six months, we paid the \$2,200 back, plus \$15,000 in dividends. Many other canteens of the 35th Division were failures, and some of the men who ran them were sent home, but after our arrival in France, I was promoted, largely because of the work Eddie Jacobson and I had done.

In addition to my duties as canteen officer, I performed all

CONTINUED

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Not only that, but every member of the family can talk to him. It's almost as if you were face to face.

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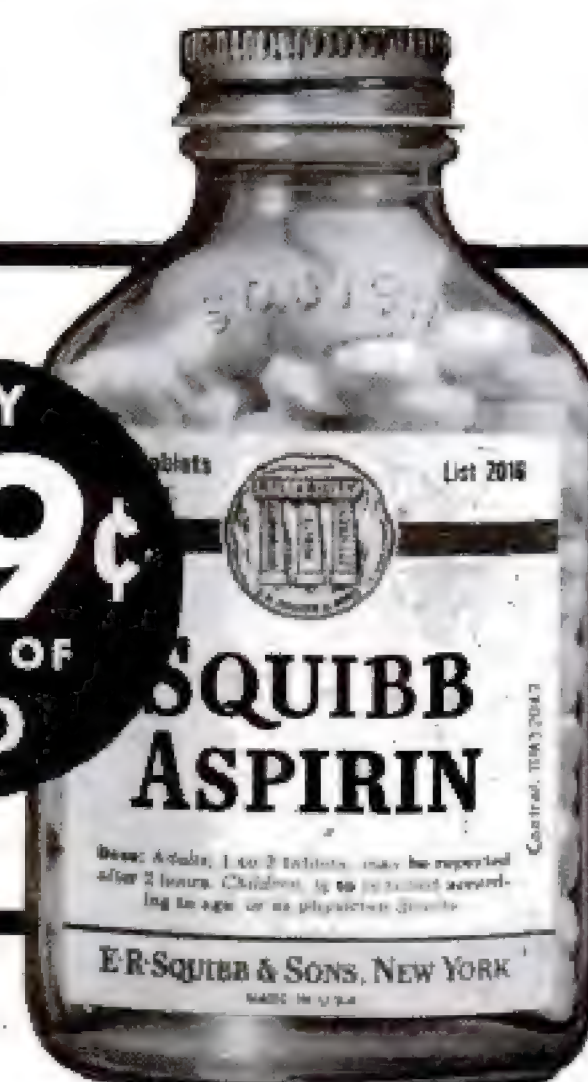


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the regular duties of a battery officer. When it came time for my captain to make an efficiency report on his lieutenants, he made such a good one on me that the C.O. sent it back with the comment, "No man can be that good."

I was examined for promotion in February 1918, and was picked for the Overseas School Detail. I left Camp Doniphan by train on March 20, 1918, and arrived about 4 o'clock the next morning at Rosedale, Kan. (now part of Kansas City, Kan.). I asked a switchman if I could call my fiancée in Independence.

"Call her," he said. "The phone's yours. But if she doesn't break the engagement at 4 o'clock in the morning, she really loves you."

I called her at once, and she didn't scold me. I also called my mother and sister. They all wept a little, but all of them, I think, were glad to know an overseas lieutenant.

I went on to New York and spent a few days at Camp Merritt at Tenaflly, N.J. It was my first opportunity to see New York City, and my first visit there came when I was given a 24-hour leave, which also gave me a chance to purchase some extra spectacles. I was very nearly blind without glasses and felt that I had better get three extra pairs. The man who made the glasses for me would not allow me to pay for them. He said I was paying him by going overseas in the service of the country.



KEEPSAKE Truman still carries with him today is this picture of Bess Wallace she gave him in 1917.

On March 30, 1918, we sailed for France on the *George Washington*, and we arrived at Brest on the morning of April 13.

We fired our first barrage on the night of Sept. 6. We were occupying an old French position in the Vosges Mountains which probably was fairly well known to the Germans, and as soon as we had finished the barrage, they returned the compliment. My battery became panic-stricken, and all except five or six scattered like partridges. Finally I got them back together without losing any men, although we had six horses killed.

We moved from the Vosges to the St. Mihiel drive. Then from Sept. 12 to 16 we occupied positions on the 35th Division's front for the Meuse-Argonne drive which started on Sept. 26. My battery fired 3,000 rounds of 75 ammunition from 4 a.m. to 8 a.m. on the morning the drive began. I had slept in the edge of a wood to the right of my battery position the night before, and if I had not awakened and got up early that morning, I would not be here, for the Germans fired a barrage right on the spot where I had been sleeping.

At 8 o'clock we finished firing and pulled out. As we marched on the road under an embankment, a French 155 battery fired over our heads. As a result of that, I still have trouble hearing what goes on when there is a noise. I went back and told the French captain what I thought of him, but he could not understand me, so it made no difference.

We went into position on a road between Varennes and Cheppy about 10 p.m. on Sept. 28. In going into position I rode my horse under a tree, and a low-hanging branch scraped my glasses off. In desperation, I turned around hoping to see where they could have fallen, and there they were, on the horse's back right behind the saddle.

The next day we moved into an orchard a half-mile ahead. We fired on three German batteries, destroying one and putting the other two out of action. Then the regimental colonel threatened me with court martial for firing out of the 35th Division sector! But I had saved some men in the 28th Division to our left, and I believe some of them showed their gratitude in 1948.

A little later I was up in front of the infantry without a weapon of any kind observing the enemy fire from every direction. An infantry sergeant came up and told me that my support had moved

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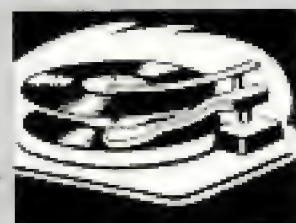
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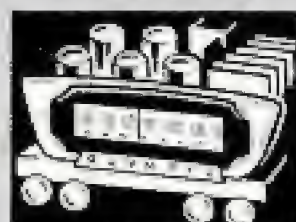
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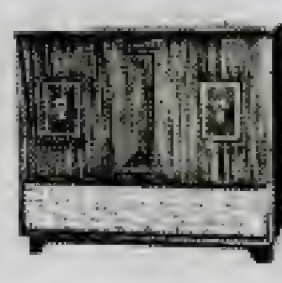
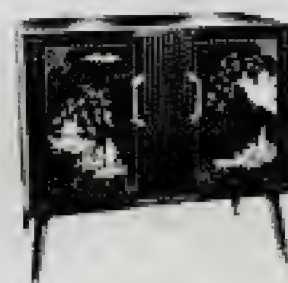
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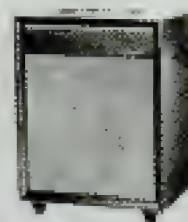
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TRUMAN CONTINUED

back 200 yards and that I'd do well to come back too. I did.

In October notice caught up with me that I was a captain. I had been in command of Battery D since July 11, and as far back as May I had seen in the *New York Times* that I was a captain. During all that time I wore the bars and did a captain's duty, but I was never paid for it because the official notice did not reach me until October. My claim for back pay was turned down because I had not "accepted" the commission earlier.

Firing stopped all along the line at 11 o'clock on Nov. 11, 1918, and the silence that followed almost made one's head ache. We stayed at our positions all day and then crawled into our pup tents to sleep. That night, however, the men of a French battery just behind our position got their hands on a load of wine which had come up on the ammunition narrow gauge, and every single one of them had to march by my bed, saluting and yelling, "Vive President Wilson! Vive le capitaine d'artillerie américaine!" No sleep that night.

The next day we were ordered to leave our guns in line and fall back to the echelon. After that we spent our evenings playing poker and wishing we were home.

On Dec. 7 a number of officers were given a leave, and I was one. We went to Paris, where we spent three happy days. I attended a performance of *Manon* at the Paris Opéra, went to the Opéra Comique to hear *Carmen* and then to the Folies Bergère, which turned out to be a disgusting performance.

We went on to Nice and then to Monte Carlo. We had lunch one day in the Casino de Paris, about seven or eight of us sitting at a big round table in the rear of the place, when all of a sudden every waiter there rushed to the front and began bowing and scraping. We were informed that Madame la Princesse de Monaco had come in. Our lieutenant colonel was facing the front and could see the performance. He watched very closely and pretty soon he reported, "Oh, hell, she's taking beer! Can you imagine a princess drinking beer?" It was quite a disappointment for all us common folk.

Setting the day with Bess Wallace

I RETURNED to civilian life on May 6, 1919. I was 35 years old. Bess Wallace and I decided to go ahead with our plans for marriage, and we set the day, June 28, 1919. We were married in the Trinity Episcopal Church in Independence. After a wedding trip to Chicago and Port Huron, Mich., we returned to live at 219 North Delaware Street in Independence.

In the meantime, Eddie Jacobson and I made plans to open a men's furnishings store in Kansas City. Eddie Jacobson is as fine a man as ever walked. We felt that we might do well in a business partnership. The idea of a haberdashery was Eddie's, and it was agreed that he would be the buyer and that I would act as salesman.

We pooled our savings and raised the additional capital required to lease a building on 12th Street near the Muehlebach Hotel and lay in a complete stock of merchandise. During the first year of operation we sold over \$70,000 worth of merchandise and had a good return on our investment. Our second year began well too. In 1921, however, after the Republicans took over the U.S. government under the presidency of Warren G. Harding, Andrew Mellon was made Secretary of the Treasury. He immediately started a "wringing-out" process which put farm prices down to an all-time low, raised interest rates and "put labor in its place."

On Jan. 1, 1921, Jacobson and I had a \$35,000 inventory at cost. And this figure was sound. We actually had a chance to sell out at inventory price about this time, but we refused. Before the year was out values had fallen so greatly that on Jan. 1, 1922, the value of that inventory had shrunk to less than \$10,000. Our creditors and the banks we owed began to press us, and when we closed out later in 1922 we were hopelessly in debt.

Much of our stock of goods had been purchased from Kansas City concerns, and we intended to pay every creditor in full as soon as we were able. We consulted an attorney, Phineas Rosenberg of Kansas City. Rosenberg wrote to each merchandise creditor stating the financial condition of the partnership. He

CONTINUED



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also notified them, at our direction, that both Jacobson and I wished to avoid further losses to creditors and wished also to avoid all expense incident to liquidation so as to give our creditors all that remained in the business without deductions of any kind. Without exception, the merchants agreed to this settlement. The stock of the store was closed out, and payments were made



A FAMOUS PHOTO shows haberdashery store which Truman's Army comrades and Kansas City friends helped get off to good start. Three of them are seen with him above. It was the postwar recession, Truman explains, that ruined this promising business venture.

on the various accounts in accordance with the agreement. Jacobson and I, however, continued thereafter to make payments on the various accounts from time to time until all of them were settled in full.

There were other debts too. The Security State Bank and the Twelfth Street Bank (now the Baltimore Bank) held notes signed by both Jacobson and me. We owed the Twelfth Street Bank \$2,500, but the indebtedness to the Security State Bank amounted to more than \$5,000 at the time. This latter was secured by a deed to a 160-acre farm in Johnson County, Kansas. After our store closed in 1922, I, along with Jacobson, gave a note to the Security State Bank for \$6,800 with the farm listed as security to cover the principal and interest then due.

Neither Jacobson nor I wished to go into bankruptcy as so many were doing during that period. We both wanted to pay all the indebtedness in full. Still, we did not find that easy, for our incomes were not large. Mine, in fact, was very limited, for it was in the fall of that year that I entered local politics, and Jacobson's was not large although he had been able to obtain employment as a salesman. From time to time we made such payments as we could on these accounts. It was a struggle for both of us during the next several years, and in February, 1925, Jacobson finally found himself unable to withstand the pressure. He was forced to file a petition in bankruptcy. Among his debts he listed the note which, at that time, stood at \$5,600. There were those who tried to force me into bankruptcy at the



PARTNER in the haberdashery business, Eddie Jacobson had worked with Truman on Army canteen.

same time. I resisted, however, and continued to make such payments as I could.

In the meantime, the whole affair became complicated by the fact that the Security State Bank had run into financial difficulties. Its assets were taken over by the Continental National Bank, and our note was included among these transferred assets. Matters became even more involved when the Continental National Bank got itself into trouble financially, and its liquidation

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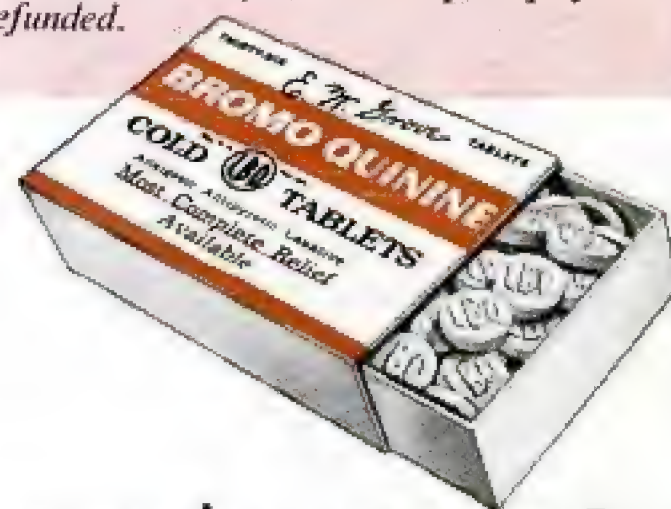
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TRUMAN CONTINUED

was in progress for several years. Certain of the assets, including notes, securities and other property, were sold by the receiver at the order of the court. Among these was our note which was sold for \$1,000. My brother Vivian purchased it at that price. Meanwhile, the 160-acre farm which I had deeded to the bank as security had been taken over.

Our other lender, the Twelfth Street, or Baltimore Bank, had made us a \$2,500 loan in January 1922. We reduced the indebtedness by numerous payments, some as small as \$25, until, with a final payment of \$200 in December 1924, we discharged that obligation in full.

This was a hard experience for me, at the age of 38, to fail in a business venture in which I had invested a considerable amount of money and time. I have since come to realize that thousands of others went through similar experiences during those post-war years, although my difficulties came to be more widely publicized and distorted because I later became President of the United States.

'My start in politics'

THERE has been quite a bit of talk about my start in politics in Jackson County. It was in 1921, while the store was still doing very well, that I was asked if I would consider the nomination for judge of the county court for the Eastern District.

In the store Eddie Jacobson and I used to meet many of the men with whom we served in France. One of our customers was Jim Pendergast, who had been a lieutenant in the 129th. When the time came for the Pendergast organization to endorse someone as candidate for Eastern judge in 1922, a meeting was held at 26th and Prospect Streets with representatives from every township in the county. Jim's father, Mike Pendergast, informed the gentlemen there that he thought it would be a good thing for them to support me as that candidate. He said I was a returned soldier, a captain "whose men didn't want to shoot him"!

The judges of these Missouri county courts are not judges in the usual sense since the court is an administrative, not a judicial, body. It levies taxes. Expenditures for roads, for homes for the aged, and for schools for delinquent children are supported by orders of this court on the county treasurer, and the court also orders such payments as are necessary to state institutions for the support of the insane. Each county in the state has a county court made up of three judges, two of whom represent districts, while the third is elected at large for the whole county.

For years my father and other members of our family had been interested in county affairs. My father had been road overseer in Washington Township, where the farm is located, from 1910 until the time of his death in 1914, and I had succeeded him. I had also been postmaster of Grandview before World War I, and at every election, from 1906 on, I had been Democratic clerk. I was familiar with local politics, and Mike Pendergast's suggestion appealed to me. I told him that I would like to run.

The failure of our business followed, and when the time came in 1922, I filed for Eastern judge. The primary campaign was a very bitter fight. There were five candidates: a banker named Emmett Montgomery from Blue Springs who had the support of the Shannon faction, known as the "Rabbits"; a road overseer by the name of Tom Parent; James Compton, who had been Eastern judge by appointment once and who had been trying to be elected ever since; George Shaw, a road contractor, who was honest (very unusual for a contractor of county business in Jackson County at that time); and myself, who had the support of the "Goats," or Pendergast faction.

I had an old Dodge roadster which was a very rough rider. I kept two bags of cement in the back end of it so it would not throw me through the windshield while driving on our terrible county roads. I went into every township—there were seven of them—and into every precinct in the county in the Eastern District. Luckily I had relatives all over the county, and through my wife I was related to many more.

When the votes were counted, I had a plurality of nearly 300.

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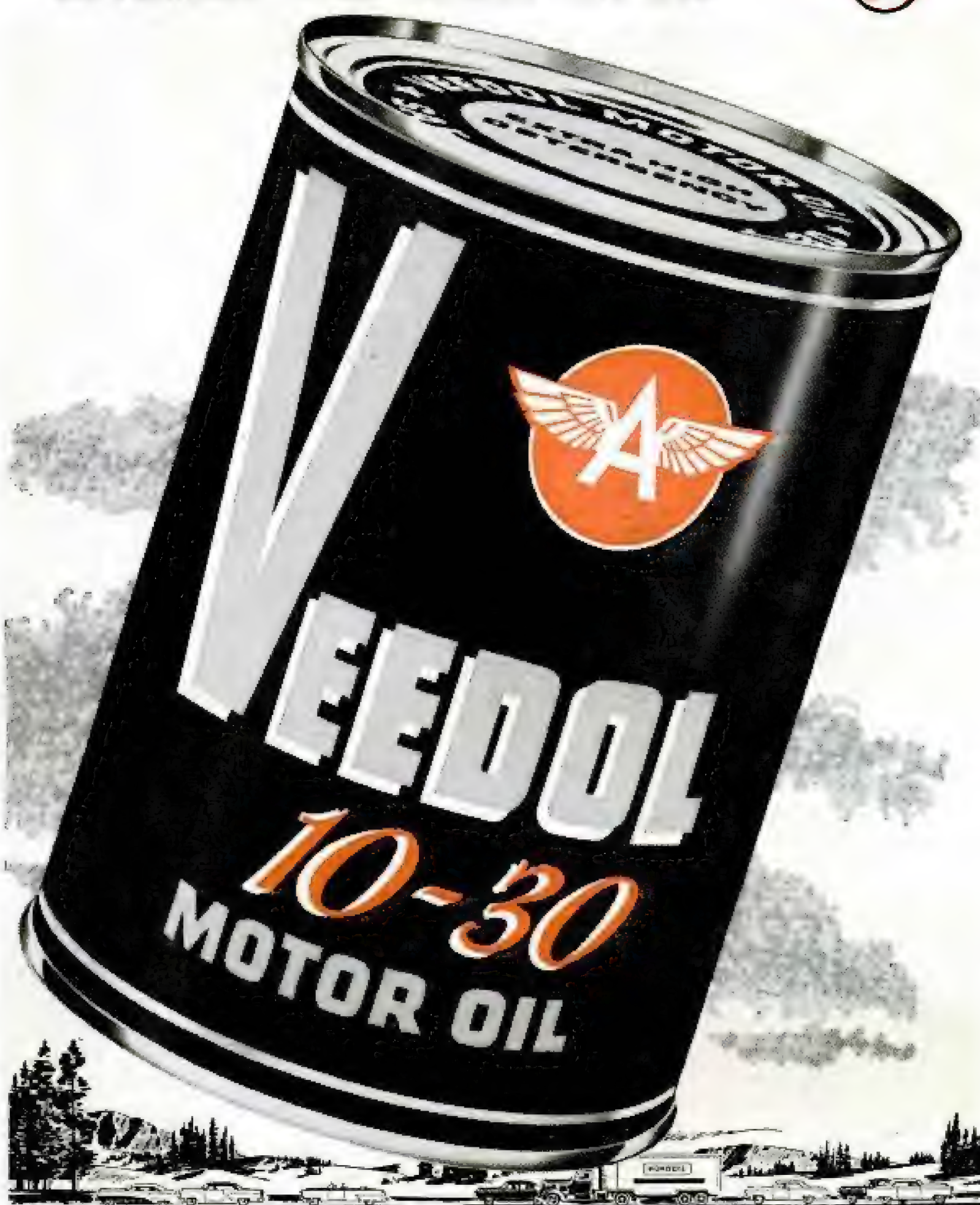
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TRUMAN CONTINUED

THE election that followed was a walkaway. All the Democrats on the ticket won in the county, although we three judges of the county court promptly began a factional fight among ourselves. The presiding judge was a member of the Shannon faction—the "Rabbits." The other district judge and I were "Goats," and we promptly took all the jobs.* We ran the county, but we ran it carefully and on an economy basis.

In 1924 I ran for re-election as Eastern judge. The Democratic party in the county split over the fact that the Shannon faction thought it had not obtained a fair division of the jobs, and I was defeated by 864 votes. I was defeated by the old harness-maker, Henry Rummel, who had made the beautiful set of harnesses for my brother and me when we were children. This was



BUSY ADMINISTRATOR Truman as presiding judge of Jackson County experimented with device for signing five checks at once.

the only defeat I ever suffered in an election. Rummel is still alive, by the way, a fine old gentleman.

Our daughter Margaret had been born on Feb. 17, 1924. And now, only a little over two years after Eddie Jacobson and I had lost our business, I was out of a job again. But I had many friends, and in January 1925 I was able to make a connection with the Automobile Club of Kansas City where I spent about a year and a half adding to its membership. It gave me a substantial income.

I entered the 1926 campaign with reasonably good prospects of success. Mike Pendergast had suggested that I run for county collector of Jackson County, and I was in a willing frame of mind to do this because it was a good public office with a substantial income. Mike and I went to see his brother, Tom, and discussed the matter with him. He said he had already promised to support someone else for that job, but he thought, because of my experience as Eastern judge, I ought to be a candidate for presiding judge. That was my first meeting with Tom Pendergast.

I was elected that fall with a majority of 16,000 votes.

The county court previous to the one to which I had been elected in 1922 had run the county into debt. The roads were in terrible shape in the county, and the public buildings were all run down. Some were on the verge of falling down.

I made it my business to go to Chicago and St. Louis in order to discuss the matter of county borrowing with some of the bankers in those cities, and as a result I finally succeeded in getting the interest rate on tax anticipation notes cut to 4% and, eventually to 2½. The local bankers had had a bonanza at 6%.

At this time, Kansas City itself was calling a bond issue for a great many improvements, and I got the political bosses to agree to let the county propose an issue of road bonds for \$6.5

* "Goats" and "Rabbits" were nicknames for the principal factions of the Democratic party in Kansas City. The "Goats" were the Pendergast machine, so-called because the original followers of James Pendergast, founder of the organization, lived in the hilly section of the city where, before the turn of the century, many of them kept goats. The opposition, led by Joseph Shannon, were concentrated in a wooded bottom area of the town where rabbits and other small game were once plentiful.—ED.

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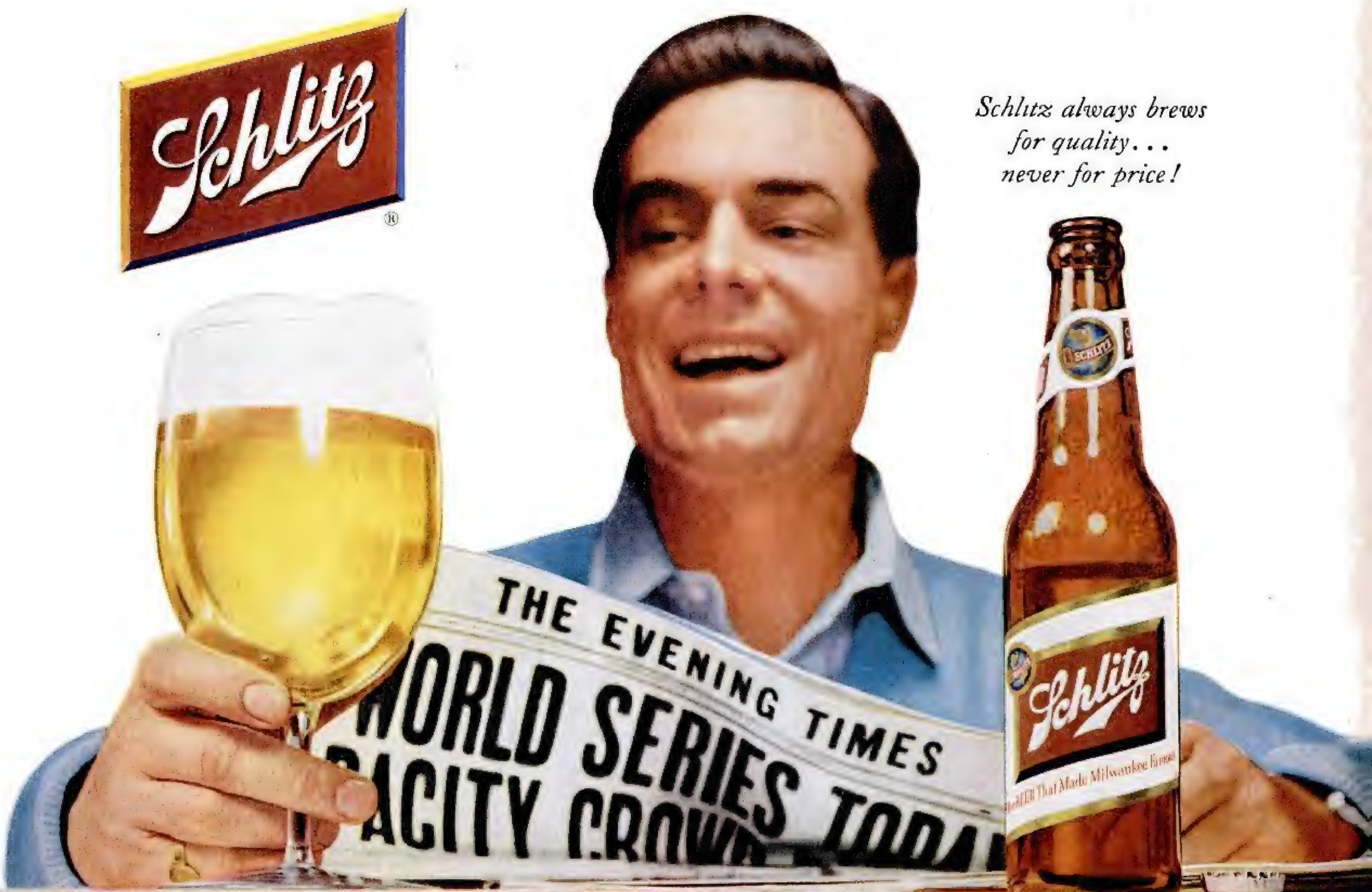
Your thirst can "feel" the difference!

When your thirst cries out for a soothing, cooling glass of finest beer, there's no refreshment like Schlitz! For here is a beer with a difference your taste can actually "feel" all the way down.

No harsh bitterness! No disappointing sweetness! Let your thirst "feel" the light, smooth, dry refreshment that really hits the spot. If you like beer, you'll love Schlitz . . . The Beer that Made Milwaukee Famous.



*Schlitz always brews
for quality . . .
never for price!*





HEINZ NEW

Look for this

**FOOD
SALE**

at your grocer's





CROP VALUES

LADY, BE GOOD to your family and your purse! Heinz and your grocer can show you how—57 delicious ways! For the harvest has come in at Heinz (a bountiful one at that) and in our kitchens throughout the country the fall canning is finished. So we've rushed this new crop of tempting, time-saving foods to your grocer's, where you'll find better-tasting Heinz Soups that

cost nothing extra . . . tender, mellow Heinz Beans . . . the world's best-loved ketchup. He also has all manner of crisp Heinz Pickles and Relishes, and more than 60 flavorful, nutritious Heinz Baby Foods. Stock all your favorite Heinz 57 Varieties now and see how easy it is to serve economical meals that are short on work and time—long on pure eating *pleasure*.





LINCOLN TUNNEL, NEW YORK-NEW JERSEY

“GREATEST SAFETY ADVANCE SINCE THE 4-WHEEL BRAKE!”

that's what safety experts call **RAYON HI-TEST** Tubeless Tires on '55 Cars!

The stepped-up horsepower of today's cars and the raised speed limits on America's super-highways put a greater strain on tires than ever before. Car manufacturers wanted to give motorists tire safety that was *more than equal* to the challenge of today's driving conditions. That's why they chose RAYON HI-TEST Tubeless Tires as original equipment on the '55 models. Tubeless construction and the amazingly increased strength of today's improved RAYON HI-TEST cord virtually eliminate blowouts . . . *give premium safety at no premium in price.*

AMERICAN RAYON INSTITUTE, INC., 350 FIFTH AVE., NEW YORK 1, N.Y.



RAYON FOR SAFETY! Danger of blowouts has been greatly diminished since rayon became the most widely used tire cord. It combats heat caused by flexing and friction at high speeds. Rayon resists heat longer, sheds it faster, keeps tires running cooler, safer, free from risk of failure.



RAYON FOR LONG LIFE! Tires have consistently improved their mileage records since the addition of rayon—up to 60%. Rayon's strength has been increased 33½%; its resiliency has been increased 4 to 5 times. Because rayon won't stretch out of shape, it gives a big bonus in tire life and tire safety.



RAYON FOR HEAVY DUTY! With rayon in tires, decrease of punctures has been as dramatic as increase in performance. With tensile strength comparable to steel's, RAYON HI-TEST can safely take such hard knocks as rough roads, quick stops, sudden starts, swerving, ruts and bumps.

Be sure you ride on **RAYON**—world's leading tire cord

million. The political bosses and the Kansas City *Star* did not think the county bonds would be approved by the voters, but they were, and a second issue was later approved for \$3.5 million more in road bonds, and \$5 million for a new courthouse in Kansas City, for the rehabilitation of the courthouse in Independence, and for the construction of a hospital at the county home in Little Blue. I had told the taxpayers just how I would handle the bond money, and they believed me.

All these projects were successfully carried out, and without one breath of scandal while I was presiding judge. I was responsible for the spending of \$60 million in tax funds and bond issues. I succeeded in getting 35 or 40 more miles of roads built



THE PENDERGASTS are shown during the 1939 trial of Tom Sr. (*right*), head of the Kansas City Democratic political organization, for income tax evasion. At left is Nephew Jim Pendergast, Truman's World War I friend who first got him to enter politics. Tom Pendergast Jr. is in the center. Truman was never implicated in what he describes as "the misdeeds and misfortunes" of the Kansas City boss.

from the \$10 million bond issue than the engineers had anticipated, and the public buildings were constructed without any difficulty whatever. In fact, when this work was completed, there was money left in the bond fund which was turned in to the sinking fund, with the exception of \$36,000 which was used for the Andrew Jackson statues at the courthouses in Independence and Kansas City.

Although I was to become very well acquainted with Tom Pendergast, I barely knew him when I was first elected presiding judge of the Jackson County court. When the first contracts were to be let, I got a telephone call from Tom Pendergast saying that he and some of his friends were very anxious to see me about those contracts. I knew very well what was in the wind, but I went to their meeting. I told them that I expected to let the contracts to the lowest bidders, just as I had promised the taxpayers I would do, and that I was setting up a bipartisan board of engineers to see that specifications were carried out according to contract, or else the public would not pay for them.

Pendergast turned to the contractors and said, "I told you he's the contrariest man in the state of Missouri." When the contractors had left, he said, "You carry out the agreement you made with the people of Jackson County." And I never heard anything from him again.

In 1930 I was re-elected presiding judge by a majority of 58,000 votes, and I continued my policies and my program. When I left the county, its finances were in first-rate shape. By that time, too, it had one of the best road systems in the United States, and had a fine new set of public buildings as well.

In 1934, when I had been presiding judge of Jackson County for eight years, I expected to run for Congress. Two years earlier new congressional districts had been set up for the state of Missouri. The Fourth District in eastern Jackson County was the district I hoped to represent in Congress. I was maneuvered out of this and finally ended up by running for the U.S. Senate.

Still time to enter the Baldwin contest!

Win 2 Orga-sonic spinet organs

ONE FOR YOUR HOME, ANOTHER
FOR YOUR CHURCH OR SCHOOL.



HURRY! Enter right now. 10 Double-Prize winners—20 Orga-sonics given away in all. 2 for each winner . . . an organ for your home, a second for your church or school. Easy to win one of these 10 Double-Prize Awards. See your Baldwin dealer for Contest-help demonstration.

CONTEST CLOSES MIDNIGHT, OCTOBER 15, 1955

FOLLOW THESE SIMPLE RULES

1—In 50 words or less, finish this thought: "I would like to own an Orga-sonic Spinet Organ by Baldwin because..."

2—Send as many entries as you wish. Write each on a separate entry form. Use Official Entry Forms for each. You may use a separate blank sheet of paper if you wish but it must be firmly attached to the Official Entry Form. Use Entry Form printed with this Contest Announcement or secure additional Entry Forms from the Baldwin Dealer in your city.

3—Print your name and address clearly. Print name and address of the religious or educational organization within Continental U.S. or Canada to which you want The Baldwin Piano Company to present the second Orga-sonic Spinnet Organ in your name should you win one of these 10 Awards.

4—Persons of any age can enter. If entrant is under 15 years of age, entry must be accompanied by a statement from parent or guardian, giving age of child.

5—Entries will be judged by the impartial staff of Reuben H. Donnelley on the basis of originality, sincerity, aptness of thought and ideas expressed . . . not on writing ability. Absolutely no purchase is required.

6—Any resident of the continental United States or Canada may enter this contest except employees or their immediate families of The Baldwin Piano Company, its dealers, its advertising agencies and the judging organization. Contest subject to all federal, state, local and Dominion of Canada laws and regulations.

7—All entries become the property of The Baldwin Piano Company. No entry can be returned. The judges' decision is final. Duplicate prizes will be awarded in case of ties. Winners will be notified by mail.

#—Contest closes midnight October 15, 1955. Entries postmarked before midnight of that date will be eligible. Mail entries to: Baldwin Contest, Box 5255, Chicago 77, Illinois.

**BALDWIN CONTEST, BOX 5255
CHICAGO 77, ILLINOIS**

Use this OFFICIAL ENTRY FORM or get one from your local Baldwin Dealer

OFFICIAL ENTRY FORM

I would like to own an Orga-sonic Spinnet Organ by Baldwin because

RUSH - MAIL TODAY

(50 words or less)

Name.....

Address.....

City.....Zone.....State.....

Religious or Educational Institution to which I
would like second organ given, if I am a winner.

Name.....

Address.....

City.....Zone.....State.....

THE BALDWIN PIANO COMPANY

Cincinnati 2, Ohio

TENSE NERVOUS HEADACHES

call for

STRONGER Yet SAFER

ANACIN[®]

Won't upset your stomach

Also goes to work instantly to relieve pains of

- NEURITIS
- NEURALGIA
- NORMAL PERIODIC PAIN and
- DISTRESS OF COLDS



ANACIN not only gives *stronger, faster* but also *safer* relief from pain. Anacin Tablets won't upset the stomach. They contain no narcotics or habit-forming ingredients. Despite their great strength, you can take Anacin Tablets as directed as often as needed without the slightest harm.

You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients.

The highest medical authorities in the nation declare that the Anacin way—a formula combining smaller quantities of a *number* of highly effective pain relievers—gives faster, more effective and safer relief than a large dose of one *single*

Highest medical authorities have established beyond a shadow of a doubt that Anacin's combination of potent pain relievers acts smoother and more efficiently than any single drug.

drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry. Just ask your own physician or dentist if this isn't true.

So whenever stronger yet safer medication is needed—you can depend upon Anacin. Remember—no single drug can give you the same strong safe relief of Anacin's combination of powerful pain relievers. Buy Anacin Tablets today.

If pain persists—see your doctor.

You can depend on



TRUMAN CONTINUED

Two fine and very experienced congressmen opposed me for the nomination for senator. They were John J. Cochran of St. Louis and Jacob L. Milligan of Richmond, Mo. Each of them had already been in Congress for many years and they had wonderful reputations. Fortunately for my prospects, however, I had become acquainted with all the county judges and county clerks in the state of Missouri and was very familiar with the operations of the so-called "courthouse gangs" in all the country counties. I had their support when I went into 60 of Missouri's 114 counties, where I made from six to 16 speeches a day. I made my campaign on the basis of support for President Franklin D. Roosevelt and when the votes were counted I came out with a plurality of 44,000 in the primary. In the fall elections, when I opposed Senator Roscoe C. Patterson of Springfield, the Republican incumbent, I won with a majority of over a quarter million votes.

'Timid as a country boy'

IT was a great day for me on Jan. 3, 1935, when I entered the chamber of the United States Senate to take my seat for the first time. Although I was nearly 51 years old at the time, I was as timid as a country boy arriving on the campus of a great university for his first year.

Some of the liberals in that august body—like George Norris of Nebraska, for example, and Bronson Cutting of New Mexico—looked upon me as a sort of hick politician who did not know what he was supposed to do.

Ham Lewis, on the other hand, came over and sat down by me during one of the first sessions. He was the Whip in the Senate at that time. "Don't start out," he told me, "with an inferiority complex. For the first six months you'll wonder how you got here, and after that you'll wonder how the rest of us got here."

Arthur Vandenberg, of Michigan, was a Republican for whom I soon came to have the greatest respect, and I believe it was mutual. One time I happened to enter the chamber when a heated argument was going on. Vandenberg saw me come in and called on me to speak. I happened to have the information that was needed to settle the argument completely.

"When the senator from Missouri makes a statement like that," Vandenberg said when I had finished, "we can take it for the truth."

That was a remark I never forgot.

I have named a few, but it would not be possible for me to single out all the members of the Senate whose acquaintance I cherished. Among them were some of the finest men I have ever known. The percentage of "no goods" was small. In the make-up of society in general the "no goods" form a small percentage, but it was smaller still in the Senate. I recall only two senators with whom I would rather not associate and whose word I did not trust.

It was fascinating to study these men and to observe their public performances. One of the most sensational performers of that time, of course, was Huey Long of Louisiana. I was in the chair the last time Senator Long spoke. All the senators had left the chamber, for that was the usual procedure whenever Long took the floor, and afterward I walked across the street with him.

"What did you think of my speech?" he asked.

"I had to listen to you," I told him, "because I was in the chair and couldn't walk out." He never spoke to me after that.

There was a lot of fun to be had in the Senate, but there was more work to do than 96 men could ever keep up with. I was not a good attendant at social affairs in Washington. I usually got to my office at 7 o'clock in the morning and got home for dinner at 7 p.m. Out of the entire enrollment of the Senate, when I was there, there were 30 to 40 who worked like Trojans; there were 15 or 20 who worked pretty well, and the rest did comparatively little. Most of the senators who really apply themselves never get much attention in the headlines. They have no time to make personal attacks on other senators or people outside the Senate. On that account they do not always make good news copy.

CONTINUED



Start—9:05 A.M.

Wash Dial was set for "Delicate Fabrics." Precious negligee was tossed in. Whirlpool 2-action washer did the rest—automatically.



Finish—9:22 A.M.

After a few minutes in the Whirlpool Dryer, negligee is ready to wear—sparkling clean, and no sign of wear and tear.

New 2-action Whirlpool washes \$90 nylon negligee as safely as a pair of dungarees

1956 Whirlpool's two separate washing actions let you wash all fabrics safely—from the daintiest to the most rugged. End hand-laundrying forever.

This was an actual test—a test we wouldn't have dared to try except in a new 1956 Whirlpool with two separate washing actions.

When set for "Delicate Fabrics," this new 2-action Whirlpool does more than merely shorten washing time—(other machines can do that, too)—it has a slow, gentle action that washes all of your finest fabrics with hand-laundrying care. It

even spin-dries your clothes at one-third less than normal speed. What's more, it cuts down the number of rinses—automatically. Never was a washing action so tailored to fit your delicate fabrics. Now, truly, you can say farewell to all hand-laundrying.

For your regular wash, you simply reset the Wash Dial—and this new Whirlpool's normal

action gives rugged fabrics the thorough, vigorous washing and spinning they need. Note, too, there are three water levels to choose from to match every size laundry load.

See the Whirlpool Imperial Automatic Washers and Dryers (gas or electric) at your dealer's today. See the complete line from \$159.95 to \$349.95, or as little as \$2.54 a week. Whirlpool-Seeger Corp., St. Joseph, Michigan, world's largest manufacturer of automatic home laundry appliances. In Canada: John Inglis Co., Ltd.

TALK TO THE WOMAN WHO USES A WHIRLPOOL—THEN SEE YOUR WHIRLPOOL DEALER

See the Milton Berle—Martha Raye Shows on Tuesday nights, NBC-TV



Load any old way for normal action. Toss in a full 9-lb. load. This treatment would stop an ordinary washer cold. It won't even slow down a Whirlpool. (Whirlpool action gently draws clothes into tub.)



Make this knot-test. Knot a dry towel. Thorough Whirlpool action unties knot—proving thoroughness of washing action. Whirlpool recommends *all*, the controlled-suds detergent—comes with every washer.

Your dealer wants to
say "HELLO!" to you during October's

OshKosh

B'gosh



Your friendly dealer is set to
welcome you with big values in
"The World's Best Work Wear!"

Your work wear dealer is "going like 60" during October! He's celebrating Oshkosh B'Gosh's 60th birthday with a line-up of wonderful Oshkosh B'Gosh values . . . everything you need for work, play or for doing-it-yourself. Drop by... say "Hello!"

Featured in leading stores. Write us for your nearest dealer.



Overalls Coats Coveralls Dungarees Bronks Bronkets
OSHKOSH B'GOSH, INC. • OSHKOSH, WISCONSIN

TRUMAN CONTINUED

During the first few months of the first session of the 74th Congress, a fierce battle was raging in Washington over the bill that later became the Public Utility Holding Company Act of 1935. Its purpose was to destroy the cartels through which the power trusts were able to maintain exorbitant rates and which permitted them to juggle securities involving the welfare of millions of people without any control by either the public or the government.

Naturally the public utilities organized a giant lobby, with unlimited financial backing, to fight this legislation. Wendell Willkie, president of Commonwealth and Southern's public utility empire, was one of the leaders of the opposition.

As a member of the Interstate Commerce Committee which was sponsoring the bill, I found myself a target of the opposition.



RISING IN THE PARTY, Senator Truman is photographed at a meeting of the Democratic National Committee in 1936 with Vice President John Garner and Postmaster General James Farley (right).

Representatives of the public utilities lobby came to see me and asked me to vote against the bill. I told them that I would vote in favor of the bill.

Next, the lobby sent people out to Missouri to get the Democratic organization there to exert pressure on me. That failed also. And finally, a propaganda campaign financed by the utility magnates was launched in the state of Missouri among my constituents, many of whom held securities. I was swamped with letters and telegrams urging me to vote against the bill. I knew that the "Wrecking Crew" of Wall Street was at work behind the scenes and that it was responsible for the 30,000 requests which eventually piled up on my desk. I burned them all.

The hearings on the bill were the most remarkable that I ever had anything to do with. Included among the financiers who came down to Washington—in addition to Willkie—were John W. Davis, John Foster Dulles, the Whitneys of the New York Stock Exchange, Hopson, and numerous other Wall Street glamor personalities.

As the time for a vote on the hotly disputed bill drew closer, the pressure increased. The only metropolitan newspaper in Missouri that had never been politically unfriendly toward me—the *Kansas City Journal-Post*—was opposed to the legislation which I was supporting. On June 11, when the roll was called for the yeas and nays, 56 senators voted for the bill and 32 voted against it. Unfortunately, I was detained on important business elsewhere and did not get to vote, although I had made advance arrangements to do so in case the margin in its favor gave evidence of being slender. Nevertheless, after the bill was passed, a two-column editorial on page one of the *Kansas City Journal-Post* proceeded to "skin me alive" for the stand I had taken. I paid no attention to the incident, knowing that I would be the target for many more similar attacks by special interests if I continued to ignore their demands and did what I knew to be right for the majority of the people. I never considered any other course.

CONTINUED



ROSCOE REAMS

Though an expert riflshot, this skilled huntsman prefers using a heavy hunting bow — a weapon so powerful it can drive a steel-tipped shaft clear through a galvanized bucket of sand. So far, 16 deer, a bear, and 25 wild boars have fallen with Reams' arrows in them.

For men among men, Hiram Walker makes a whiskey among whiskies—Imperial

Man, this is whiskey!

NEW CUSTOMAGIC SLIPCOVER METHOD AMAZES HOMEMAKERS!



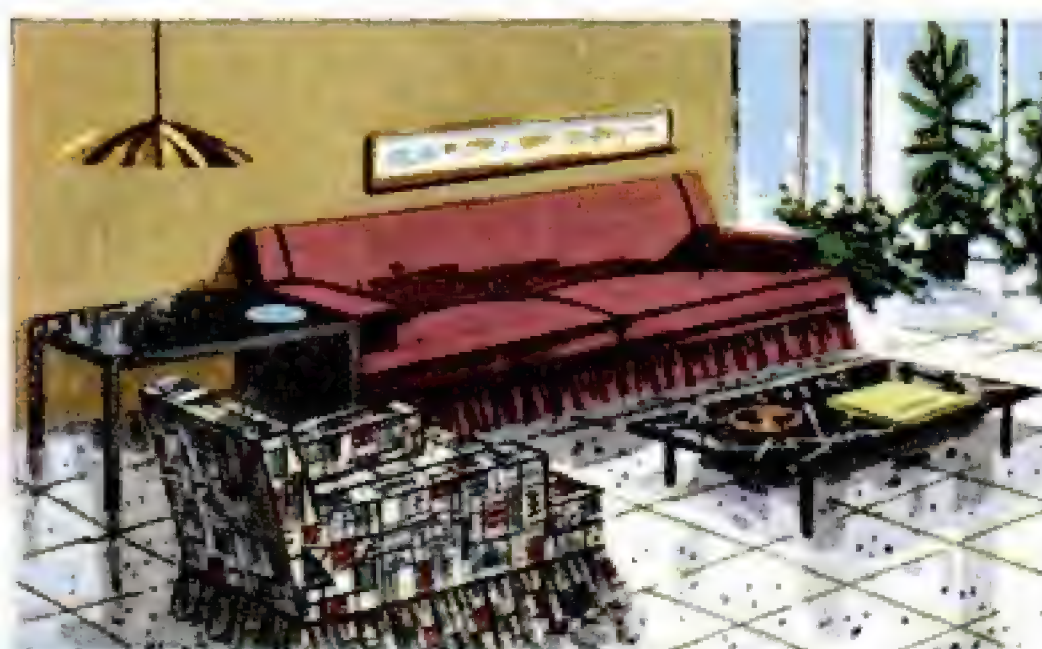
The ready-made cover that achieves undreamed of custom fit for almost any chair or sofa . . .

The revolutionary Customagic slipcovers and upholstery covers have taken the country by storm. Pre-fabricated Customagic parts now fit almost *any* style of chair or sofa. Homemakers have transformed their homes by the entirely new Customagic method. Millions have discovered that custom fit is possible with Customagic ready-to-put-on slipcovers—smooth, sleek, *true* custom fit! And at a fraction of the price of custom-made covers. Go to your favorite store and see Customagic demonstrated. You'll say Customagic is *ready-to-put-on magic!*

The Comfy Manufacturing Company
295 Fifth Avenue, New York 16, N. Y.

BE YOUR OWN DECORATOR WITH CUSTOMAGIC

The wide selection of Customagic fabrics and the many colors and patterns offer a rich opportunity for smart decorator combinations. It's so easy to be your own decorator with Customagic—it's so much fun. Shown here are a few suggestions for re-decorating with Customagic slipcovers and upholstery covers.



A smart example of the use of Customagic slipcovers in a contemporary interior.



The popular provincial motif charmingly interpreted in the new Customagic slipcovers.



This fine traditional room shows one of the many decorative possibilities of Customagic slipcovers.

ALABAMA Birmingham.....Pizitz Mobile.....C. J. Gayler & Co. Mobile.....Lawrence Furn. Co. Mobile.....Mobile Rug & Shade Co. Mobile.....Sokol's Montgomery.....Montgomery Rug & Shade Prichard.....Prichard Rug & Shade Selma.....Selma Rug & Shade Co., Inc. Tuscaloosa.....Raymon's Dept. Store		DISTRICT OF COLUMBIA Washington.....The Hecht Co. Washington.....Kann's Washington.....Lansburgh's		FLORIDA Daytona Beach.....Ivey's Ft. Lauderdale.....Burdine's Inc. Jacksonville.....Cohen Brothers Jacksonville.....Haverly's Jacksonville.....Pierce-Wall Lakeland.....Maas Bros. Miami.....Burdine's Inc. Miami.....Richard's Store Co. Orlando.....Ivey's St. Petersburg.....Maas Bros. Tampa.....Maas Bros. West Palm Beach.....Burdine's Inc.		LOUISIANA Baton Rouge.....Rosenfield's Lake Charles.....Muller's Monroe.....The Palace Store New Orleans.....Chas. A. Kaufman Co. New Orleans.....Lawrence Furn. Co. New Orleans.....Marks Isaacs Co. New Orleans.....Universal Furniture House Shreveport.....Hemenway-Johnson Furn. Co.		MAINE Bangor.....Freese's Portland.....Porteous, Mitchell & Braun Portland.....Rines Brothers Waterville.....Emery-Brown Co.		MARYLAND Baltimore.....Bragers Baltimore.....The Hecht Co. Baltimore.....Hochschild, Kohn Baltimore.....S. & N. Katz (7 Stores) Baltimore.....The May Co. Baltimore.....Stewart's Cambridge.....Dean's Furniture Store Cumberland.....Rosenbaum Bros. Frederick.....Kemp's Glen Burnie.....Robinson's Dept. Store Hagerstown.....Leiter Bros. Salisbury.....Benjamin's Silver Spring.....The Hecht Co.		MASSACHUSETTS Athol.....Kendall Curtain Shop Boston.....Jordan Marsh Company Brockton.....Atherton's Brockton.....Edgars Fall River.....R. A. McWhir Co. Framingham.....Jordan Marsh Company Greenfield.....Wilson's Haverhill.....Mitchell & Co. Holyoke.....A. Steiger & Company Lawrence.....A. B. Sutherland Co. Lowell.....The Bon Marche Inc. Lynn.....Burrows & Sanborn Lynn.....T. W. Rogers Co. Malden.....Jordan Marsh Company New Bedford.....Star Store Northampton.....The Cedar Chest Inc. Northampton.....McCallum's Pittsfield.....England Brothers Quincy.....Sheridan's Inc. Salem.....Almy, Bigelow & Washburn Springfield.....Forbes & Wallace Springfield.....Albert Steiger Co. Taunton.....J. M. Wells Inc. Worcester.....Denholm & McKay		MISSISSIPPI Jackson.....Kennington's Natchez.....H. F. Byrne Co. Vicksburg.....Home Furniture Store		MISSOURI Clayton.....Famous-Barr Co. Jennings.....Famous-Barr Co. Joplin.....Christman's Kansas City.....The Jones Store Co. Kansas City.....Emery, Bird & Thayer Co. Kansas City.....Macy's St. Louis.....Famous-Barr Co. St. Louis.....Stix, Baer & Fuller Southtown.....Famous-Barr Co. Westroads.....Stix, Baer & Fuller		MONTANA Billings.....Hart-Albin Co. Butte.....Hennessy's		NEBRASKA Fremont.....Geo. Schweser's Sons Inc. Hastings.....Brach-Thompson Lincoln.....Gold & Co. Lincoln.....Miller & Paine Inc. Omaha.....J. L. Brandeis & Sons Inc. Omaha.....Davidson Furniture Store Omaha.....Orchard & Wilhelm Co.		NEVADA Reno.....Turner's, Inc.		NEW HAMPSHIRE Claremont.....Houghton & Simonds Concord.....Harry G. Emmons Dover.....Siegel's Dept. Store Manchester.....Leavitts		NEW JERSEY Asbury Park.....Steinbach Company Atlantic City.....M. E. Blatt Co. Dover.....Furman & Fairberg, Inc. East Orange.....R. H. Muir, Inc. Freehold.....Silver's Furniture Store Hackensack.....Packard's Morrisstown.....Fick's New Brunswick.....Roselle's Inc. New Brunswick.....P. J. Young's Newark.....Kresge-Newark Dept. Store Ocean City.....Budd's Decorator Shop Paterson.....Barney's Furniture Co. Paterson.....Quackenbush's Perth Amboy.....Fink's Rahway.....Koss Bros. Salem.....Goldberg's Furniture Stores Trenton.....S. P. Dunham & Co. Trenton.....Nevius-Voorhees Trenton.....Yard's		NEW YORK Albany.....W. M. Whitney & Co. Albion.....Landauer's Amsterdam.....Valley Auburn.....The Big Store Batavia.....C. L. Carr Co. Binghamton.....Fowler, Dick & Walker Brooklyn.....Abraham & Straus Brooklyn.....Namm Loeser's Buffalo.....J. N. Adam & Co. Buffalo.....Adam, Meldrum & Anderson Co. Buffalo.....Hens & Kelly Buffalo.....Kobacker's Buffalo.....A. Victor Co. Dunkirk.....Sider's East Aurora.....Seaman-Hood-Morey Inc. Elmira.....S. F. Isard Co. Elmira.....Kobacker Furniture Co. Flushing.....Gertz Fresh Meadows, L. I.....Bloomington's Fulton.....M. Goldberg & Sons Garden City, L. I.....Abraham & Straus Geneva.....J. W. Smith Dry Goods Co. Glens Falls.....Economy Dry Goods Co. Inc. Gloversville.....Frankel Shops Hempstead, L. I.....Abraham & Straus Herkimer.....H. G. Munger & Co. Huntington, L. I.....Hartman's Ithaca.....Rothchild Bros. Jamaica.....Gertz Jamestown.....Bigelow's Jamestown.....Nelson's Mt. Kisco.....Mt. Kisco Furn. Exchange New Rochelle.....Bloomington's New York.....B. Altman & Co. New York.....Bloomington's New York.....Stern's on 42nd St. New York.....Wertheimer's Niagara Falls.....Levy Bros. Furn. Co., Inc. Niagara Falls.....J. N. Adam & Co.		NEW YORK (Cont.) Ogdensburg.....Nathan Frank's Sons Olean.....Bradner's Oneonta.....Bressee's Oneonta Dept. Store Oswego.....M. Goldberg & Sons Port Chester.....Winfield Stores Port Jervis.....Winfield Stores Poughkeepsie.....Lucky, Platt & Co. Poughkeepsie.....Wallace Co. Rochester.....Edwards Rochester.....McCurdy's Rochester.....Sibley, Lindsay & Carr Co. Schenectady.....Curry Co. Schenectady.....Wallace Company Syracuse.....O. W. Edwards & Son Syracuse.....M. Goldberg & Sons Tonawanda.....Twin-Ton Dept. Store Troy.....Wm. H. Frear & Co., Inc. Troy.....Stanley's Utica.....Boston Store Utica.....Erwin's Utica.....J. B. Wells Watertown.....Frank A. Empall & Co. Waverly.....Knapp's		NORTH CAROLINA Asheville.....Ivey's, Inc. Charlotte.....Ivey's, Inc. Durham.....Ellis Stone Greensboro.....Ellis Stone Greensboro.....Meyer's High Point.....Harlie's Lumberton.....R. W. Norman Co. Raleigh.....Boylan-Pearce, Inc. Salisbury.....R. W. Norman Co. Winston Salem.....Davis Inc.		NORTH DAKOTA Fargo.....The Store Without A Name		OHIO Akron.....Bear's Akron.....Federman's Akron.....A. Polsky Company Alliance.....S. P. Brown Co. Alliance.....Starks Ashtabula.....Carlisle-Allyn Co. Cambridge.....Rose's Dept. Store, Inc. Canton.....Kobacker's Canton.....The Livingston Furniture Co. Canton.....Mackenzie & Jones Canton.....Peoples Furniture Canton.....Starks Canton.....Starks Plaza Chillicothe.....Elberfeld's Chillicothe.....Norvell's Cincinnati.....McAlpin's Cincinnati.....Pogue's Cincinnati.....Shillit's Cleveland.....Bailey's Cleveland.....The May Co. Cleveland.....The Bing Furniture Co. Columbus.....The F. & R. Lazarus Co. Columbus.....Morehouse-Fashion Co. Coshocton.....The Bing Furniture Co. Dayton.....Elder & Johnston Co. Dayton.....Johnston Shelton Co. Dayton.....Ray's Hamilton.....Robinson-Schweh Lancaster.....Lakeland Lancaster.....Chas. P. Wiseman Co. Lima.....Gregg's Logan.....Elberfeld's Mansfield.....The Bing Furniture Co. Mansfield.....Kobacker's Marion.....The Frank Bros. Co. Massillon.....The Ideal Co. Massillon.....Star's Palmsville.....Carlisle-Allyn Co. Portsmouth.....Kobacker's Portsmouth.....Samuel Levi & Co. Price Hill.....McAlpin's Salem.....Strouss-Hirschberg Sandusky.....The Bing Furniture Co. Shelby.....The Bing Furniture Co. Springfield.....Boston Store Springfield.....People's Outfitting Co., Inc. Steubenville.....The Hub Steubenville.....Reiner's Toledo.....Lamson's Toledo.....The Lion Store Toledo.....Tiedkes Warren.....The Bing Furniture Co. Warren.....Carlisle-Allyn Co. Warren.....Strouss Griswold Store Wooster.....H. Freedlander Co. Upper Sandusky.....Blue Furn. Co.		OHIO (Cont.) Wilmington.....Litt Bros., Inc. Youngstown.....Strouss Hirschberg Zanesville.....The Bing Furniture Co. Zanesville.....Bintz Bros.		OKLAHOMA McAllister.....Arcade Furn. Co. Muskogee.....The Jones Store Co. Oklahoma City.....Harbour-Longmire Co. Oklahoma City.....Kerr's Tulsa.....Brown Dunkin Home Center Tulsa.....Froug's		OREGON Eugene.....The Bon Marche Portland.....Lipman's Portland.....Meier & Frank Portland.....Olds & King Salem.....Lipman's Salem.....Meier & Frank		PENNSYLVANIA Allentown.....The Cotton Shop Allentown.....Hess Brothers Altoona.....The William F. Gable Co. Braddock.....The Famous Braddock.....Ohringer Home Furniture Co. Chester.....Stotter's Dept. Store Connelville.....Troutman's Danville.....McVey's Darby.....Wellworth Department Store DuBois.....A. E. Troutman Co. Easton.....Laubach's Easton.....Orr's Dept. Store Erie.....Erie Dry Goods Co. Erie.....Task's Frackville.....Tennholz's Greensburg.....Ohringer Home Furniture Co. Greensburg.....A. E. Troutman Co. Harrisburg.....Bowman's Dept. Store, Inc. Harrisburg.....Millers Furniture Store Harrisburg.....Pomeroy's Inc. Hazleton.....P. Deisroth's Sons Homestead.....Half Bros. Homestead.....Katz Bros. Inc. Indiana.....A. E. Troutman Co. Johnstown.....Glosser Bros., Inc. Johnstown.....Penn Traffic Co. Lancaster.....M. T. Garvin & Co. Latrobe.....S. P. Reed Co. Lebanon.....The Bon Ten Lebanon.....Levitz Furniture Co. Lewisville.....Pomeroy's Levittown.....Yard's Lewisville.....Hugh B. McMeen & Son, Inc. McKeesport.....The Famous Mahanoy City.....R. Guinan & Co. New Castle.....New Castle Dry Goods Co. New Castle.....Strouss-Hirschberg Co. New Kensington.....Silverman's Norristown.....Chattin's Dept. Store Philadelphia.....Gimbels Philadelphia.....Snellenburgs Pittsburgh.....Boggs & Buhl Pittsburgh.....Gimbels Pittsburgh.....Hahn Furniture Stores		PENNSYLVANIA (Cont.) Pittsburgh.....Horne's Pittsburgh.....Kaufmann's Pittsburgh.....Leonard Carpet Company (Wilkesburg) Pittsburgh.....Spear Pittsburgh.....Rosenbaum's Pottsville.....Nathan's Furniture Store Pottsville.....Pomeroy's Inc. Reading.....Pomeroy's Inc. Reading.....Read's St. Marys.....Bayer Furniture Company Scranton.....Cleveland Simpson Scranton.....Household Outfitting Co. Scranton.....Scranton Dry Goods Co. Shamokin.....Moser's Store Stroudsburg.....A. B. Wyckoff, Inc. Uniontown.....N. Kaufman's Warren.....Metzger Wright West Chester.....Mosteller's Inc. Wilkes-Barre.....Fowler, Dick & Walker Wilkes-Barre.....Lazurus Store, Inc. Wilkes-Barre.....Peoples Outfitting Co. Wilkes-Barre.....Pomeroy's Williamsport.....Carroll House Williamsport.....L. L. Stearns & Sons York.....The Bon Ton Department Store York.....Stilman's		RHODE ISLAND Pawtucket.....Hurt Radio & Furniture, Inc. Pawtucket.....Shartenberg's Inc. Providence.....The Outlet Company Woonsocket.....McCarthy Dry Goods Co.		SOUTH CAROLINA Anderson.....Bailes Charleston.....Cordon's Columbia.....Tapp's Greenville.....Ivey-Kelth Orangeburg.....Carter Furniture		SOUTH DAKOTA Sioux Falls.....Shriver's		TENNESSEE Chattanooga.....Miller's Erwin.....Boyd De Armond Knoxville.....Knox D. G. Co. Knoxville.....Miller's Knoxville.....Woodruff's Memphis.....Black & White Store Memphis.....The John Gerber Co. Memphis.....Lowenstein's Nashville.....Morris Furniture Co.		TEXAS Abilene.....Thornton's Dept. Store Austin.....Paul's Austin.....E. M. Scarborough & Sons Dallas.....A. Harris & Co. Dallas.....Sanger's Dallas.....Titcher-Goettinger Co. Ft. Worth.....Stripling's Galveston.....Plantowsky Furn. Co. Houston.....Foley's San Antonio.....Joske's of Texas San Antonio.....Wolff & Marx		UTAH Ogden.....The Bon Marche of Ogden Provo.....Taylor's Salt Lake City.....Auerbach's		VERMONT Barre.....The Homer Fitts Co. Brattleboro.....Goodnow, Pearson & Hunt Burlington.....The Old Bee Hive Montpelier.....J. O. Goodrich		VIRGINIA Altavista.....Tyree & Nicholas, Inc. Arlington.....Kann's Charlottesville.....M. C. Thomas, Inc. Charlottesville.....Wiley-Tilman, Inc. Lynchburg.....C. M. Guggenheimer Corp. Martinsville.....Glozman's Newport News.....Broadway Dept. Store Newport News.....Hachman's Norfolk.....Paul H. Rose Center Shops Norfolk.....L. Snyder Parkington, Arlington.....The Hecht Co. Portsmouth.....Leggett's Dept. Store Richmond.....H. V. Baldwin Co., Inc. Richmond.....Miller & Rhoads, Inc. Staunton.....Carroll House Staunton.....Staubton Furn. Co. Warwick.....The Broadway Winchester.....Sainley's Furn. Store		WASHINGTON Bellingham.....B & B Furniture Co. Everett.....The Bon Marche Northgate.....The Bon Marche Seattle.....The Bon Marche Seattle.....MacDougall's Seattle.....MacDougall's Spokane.....Rhodes of Seattle Tacoma.....The Crescent Tacoma.....The Bon Marche Tacoma.....People's Dept. Store Yakima.....MacDougall's		WEST VIRGINIA Charleston.....The Curtain Shop Charleston.....Woodrum's Charleston.....The Curtain Shop Huntington.....Bradshaw-Glenn Huntington.....S. P. Brown Co. Huntington.....Huntington D. G. Co. Parkersburg.....The Curtain Shop Wheeling.....The Hub Wheeling.....Reichert's Wheeling.....Geo. E. Stiel Co.		WISCONSIN Appleton.....H. C. Prange Co. Appleton.....Russell Brown Inc. Beloit.....McNeany's Fond Du Lac.....Fond Du Lac D. G. Co. Green Bay.....H. C. Prange Co. Janesville.....J. M. Bostwick & Sons Madison.....Emporium Co. Madison.....Hill's Milwaukee.....Gimbels Milwaukee.....Hill's Dept. Store Milwaukee.....Schuster's Racine.....Christensen Dry Goods Co. Racine.....Racine D. G. Co. Sheboygan.....Hill's Dept. Store Sheboygan.....H. C. Prange Co. Sturgeon Bay.....H. C. Prange Co. Wausau.....Heinemann Bros. Co. West Bend.....Carroll House	
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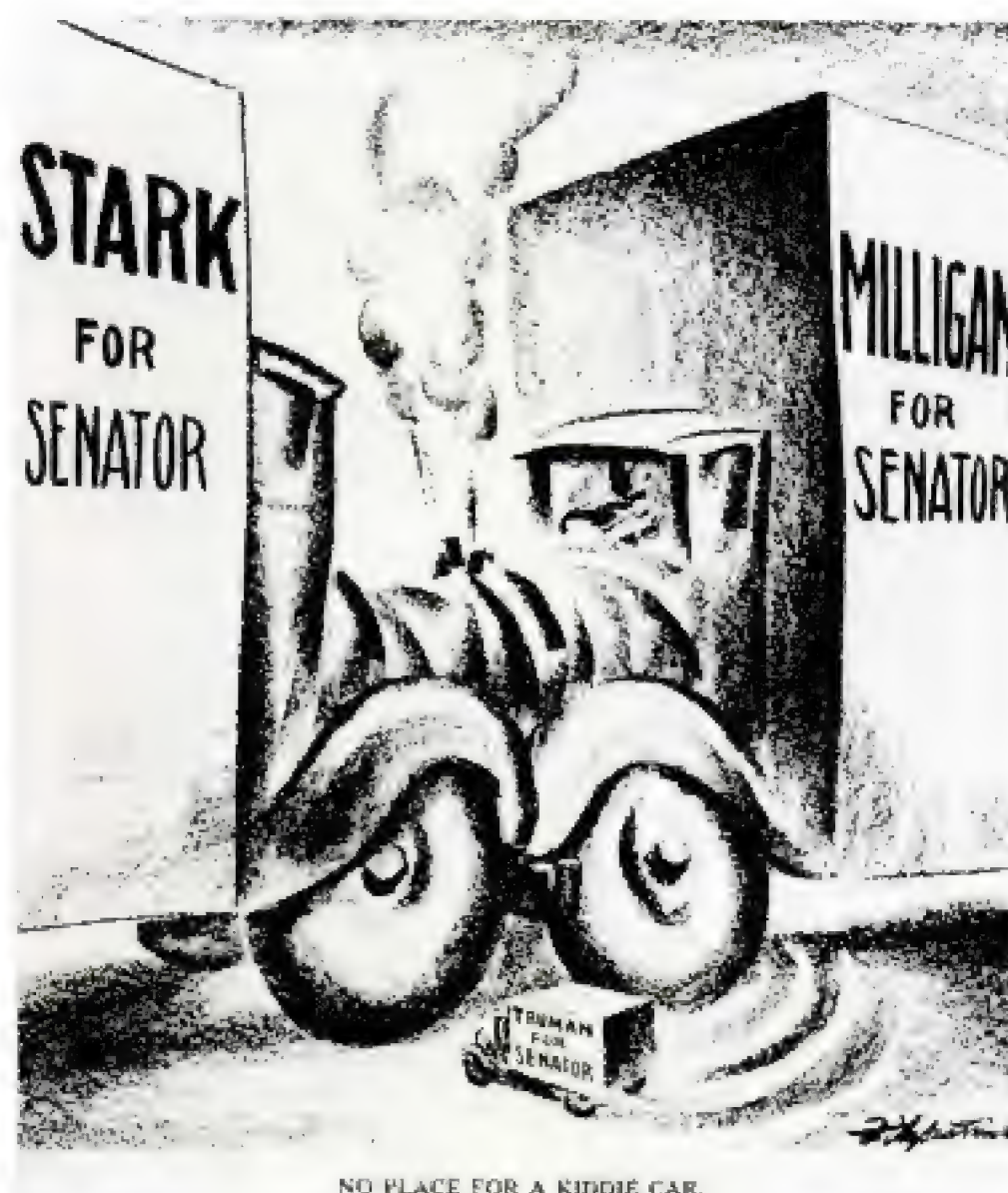
TRUMAN CONTINUED

ALMOST before I knew it, my first term in the Senate was coming to a close. The years since 1935 had been the busiest and the happiest of my life, and I decided early in 1940 that I would make a fight for renomination in the August primary and for re-election in the November general elections.

I had been attacked and vilified by the metropolitan press in the state of Missouri, and this put me in a fighting mood.

The President had offered, in a roundabout way, to put me on the Interstate Commerce Commission. I sent him word that I intended to make the fight for vindication and re-election to the Senate. The President really was encouraging Stark, my opponent.

At a meeting I called in St. Louis, my friends were unanimous in advising me not to run. In the first place, Tom Pendergast had



NO PLACE FOR A KIDDIE CAR.

RENOMINATION CAMPAIGN for the Senate in 1940 was waged against two powerful Democrats. After Truman won, Cartoonist Fitzpatrick gave him this cartoon with comment: "Some kiddie car."

been sent to prison in connection with an income tax fraud investigation, and the Jackson County organization which had supported me in the 1934 campaign had fallen into discredit as a result. Secondly, I was faced with the united opposition of the metropolitan newspapers in Missouri.

I realized that attempts would be made to link my name with the misdeeds and misfortunes of Pendergast and to make it appear that I was the product of a corrupt political machine. This did not bother me personally, because I had an unblemished record to point to. But I did not discount the influence that such propaganda might have.

In addition to all this I lacked an organization, and I had no money to put into an expensive statewide campaign.

WHEN I made this trip to St. Louis in the spring two men had already announced their intentions to unseat me in the fall—Governor Lloyd C. Stark and District Attorney Maurice Milligan.

I had known Lloyd Stark for many years and had helped him obtain the office of governor four years before. Late in 1939 he came to my Washington office to tell me he did not intend to run against me for the Senate in 1940. I told my secretary, however, that Stark would be my main opposition in the 1940 primary. And he was.

Maurice Milligan was the other candidate for the nomination. He was United States district attorney at Kansas City and had been the chief prosecutor in the investigation which had sent many Pendergast workers to jail. I had opposed his confirmation because I thought that more qualified lawyers were

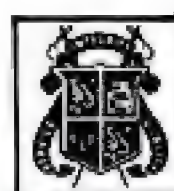
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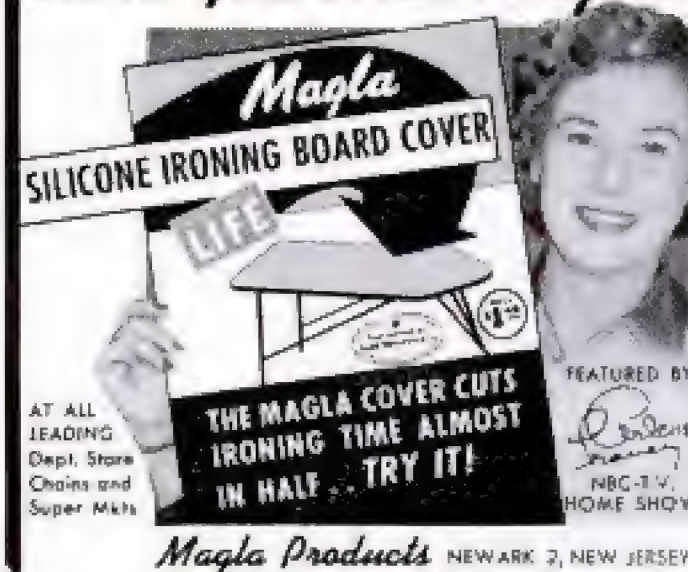
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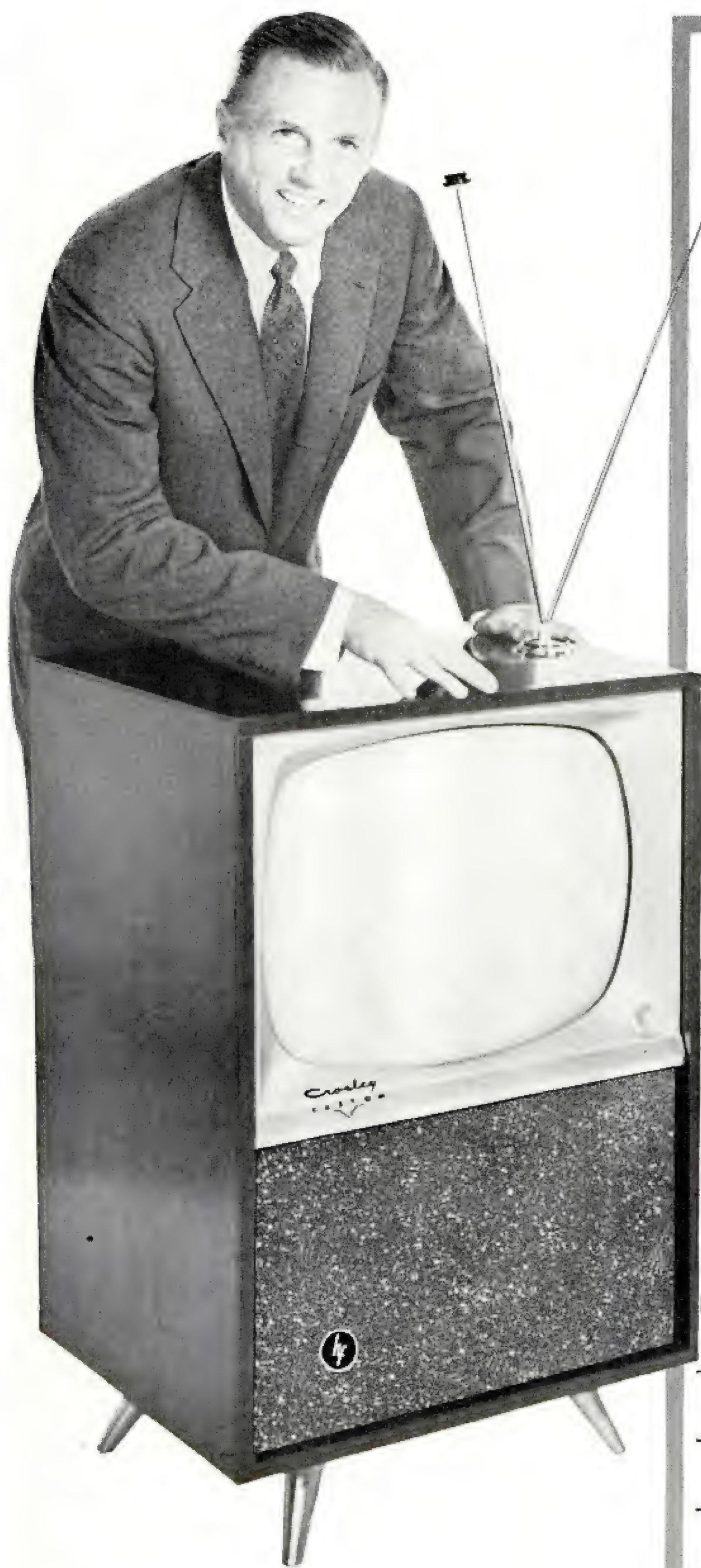
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TV QUALITY CHART

	CROSLY CUSTOM V	SET "A"	SET "B"	SET "C"	SET "D"
Zoom-a-tenna —for a better picture.	X				
TV Eye —luminous eye tells you the channel from across the room!	X				
Vertical Plane Chassis —puts controls on the side—where they belong!	X	X	X	X	
Keyed "Automatic Gain Control" —insures uniform picture contrast.	X	X	X		
Local Distance Switch —for best reception from stations far or near.	X			X	X
7-League Chassis —so powerful it reaches out for the station you want.	X				
	6	2	2	2	1



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available for the job—but with the Jackson County organization in disrepute, Milligan was riding a wave of popularity.

These were unencouraging prospects; nevertheless, I was determined to run for re-election. I sent my secretary out to set up an organization of supporters, to collect funds and to run the campaign in Missouri until I could come out in late summer. The response to our call for assistance was heartwarming. Money began to come into the headquarters, and workers for counties and towns were signing up by the score.

My record of support for every New Deal measure offering relief to the oppressed farm population assured me of voting strength in Missouri's rural areas. Organized labor saw in me an advocate of their rights, too. I also had divisions set up to go after the veteran vote. I appealed to the minority votes on the grounds of the civil rights legislation which I had supported.

But I did not restrict my campaign to classes of society. I was running for renomination by all Missourians who were interested in honesty and efficiency in government. I always made it my business to speak plainly and directly to the people without indulging in high-powered oratory. The truth, I felt, is what voters need more than anything else, and when they have that, they can vote intelligently. When they cannot get the facts from other sources, an honest candidate is obligated to go out and give it to them in person.

In the final days of the campaign, my chances were given an impetus when Senator Bennett Clark announced his support. And the biggest break was when Bob Hannegan, who had been working for Stark, switched his support to me. He was a tremendous political influence in St. Louis.

ONE of my favorite stories which I would tell with respect to the criticism and attacks leveled against me by my opponents had to do with two old bachelors who had once lived on the farm next to ours out in the country. They were always borrowing money, handling cattle, and carrying on all sorts of transactions, and their farm property was involved in most of the deals although it had never left their possession. One day they came into the office of the Bank of Belton with the abstract. Rolled up, it was six inches in diameter. Frank Blair, the cashier of the bank, asked one of the old fellows, "Is this the abstract to your place?"

"Yes," he drawled, "but you don't need to look at it. It's been through hell three times with its hat off."

I sometimes felt that way about myself, and consequently I was not bothered by the 1940 political fight.

I won the nomination with a plurality of only about 8,000 votes. Still, that was enough, and I felt great satisfaction in the knowledge that my victory had been won by hard work and by the loyal support of those who believed in what I was trying to do.

My Republican opponent in the general election was Manvel Davis. When the votes were counted on Nov. 5, I had received 930,775 to 886,376 for Davis.

I was still the United States senator from Missouri.

IN NEXT WEEK'S ISSUE: 'SO FAR LUCK HAS BEEN WITH ME'

- "Bob, it's Truman. F.D.R."
- "One heck of a time with the Prime Minister of Great Britain"
- "A baseball bat" for Stalin
- Cabinet problems: "I'll accept your resignation right now"

NOW! R & B's

Littlest Angel

has jointed knees!

Kneels, Sits, Walks, Turns Head,
Washable Saran Hair.

\$2.98 11" Tall! Dressed in panties, shoes and socks

Anything "mommy" can do "Littlest Angel" can do too! Now, with jointed knees, "Littlest Angel" skates, rides, kneels to say her prayers. What fun to comb, wash, and set her Saran hair, to sponge-bathe her, to dress her up. Give "Littlest Angel" to your own special little angel for any occasion — or make your gift of "Littlest Angel" an occasion in itself! Add to her wardrobe anytime.

36 beautiful outfits, from 98c.



Skier \$2.49 Cowgirl \$2.49 Tennis \$1.49 Angel \$1.49 Skater \$2.49

Prices are for outfits only.

R & B's 12" all vinyl baby doll that drinks and wets!

Sweet Pea

Dressed in diapers, booties, and with bottle

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TO WORK THINGS OUT TOGETHER

Harvesting Bee. When ripe crops
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How today 10 million of us reap greater benefits from our earnings

LACK OF SAVINGS, borrowing at high interest rates, too many time-payment purchases! These are the money troubles that descend like a plague of locusts to eat away at the income harvest of many families.

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If you are employed by a company with 50 or more employees (in some areas 100 or more are required) you can help get a credit union started. Or one can be started in your church, lodge or small community group. If you are an employer, the encouragement of a credit union can be one of the greatest services you can do your employees.

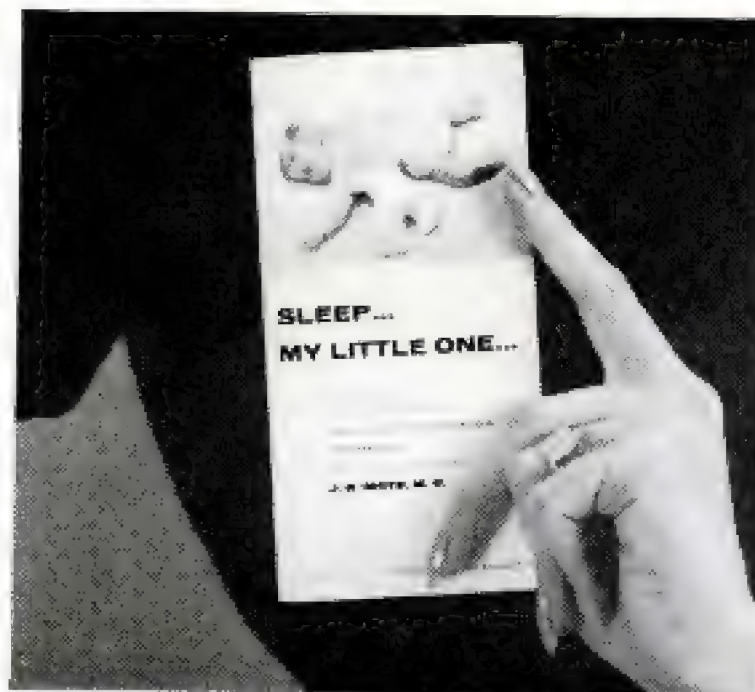
SEND FOR THE FREE BOOKLET. It tells how this plan can help you and your friends where you live or work. There's no obligation. Just send your name and address to **Credit Union, Dept. 104, Box 57, Madison 1, Wisconsin.**

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Should Dad "take over" at bedtime? Should you ever let baby cry long and hard? Should there be a set bedtime? Should you ever take baby into your own bed? Read discussions about these and other questions in the free SLEEP BOOKLET.

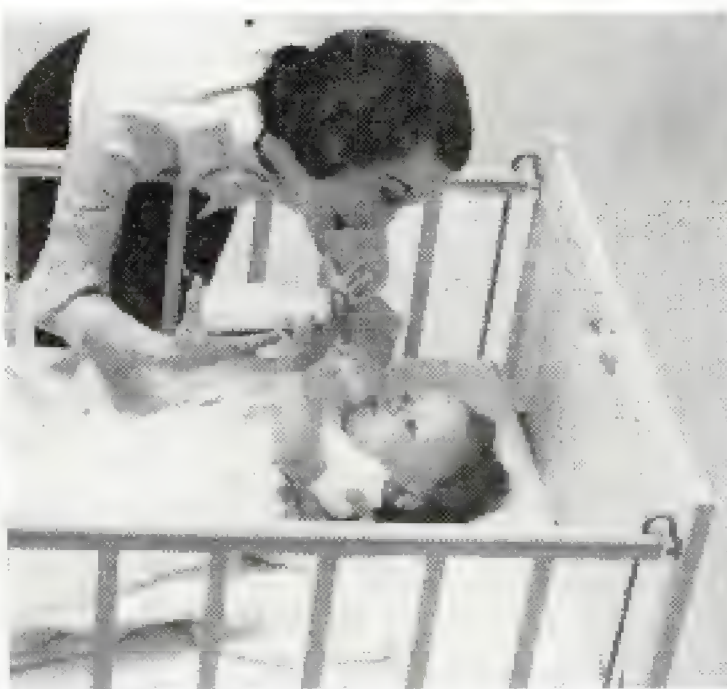




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KLEINERT'S QUILTED RUBBER SHEET!

It has hundreds of pneumatic air pockets sealed into it; baby seems to be floating on air! It's waterproof and acid-proof...wipes clean with a swish of a damp cloth! White, pink or blue, in carriage to crib sizes. Only 79¢ to \$3.75.



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New soft tints for Kleinert's famous fleecy rubber sheet! It's covered with soft, soft absorbent flannel on both sides, with rubber in between. Can't wet through. Washable. Pink, blue, yellow, green and white. Carriage to crib sizes. 75¢ to \$3.50.



Kleinert's Softex Pants are so soft, so light (weigh less than an ounce!)...they *can't* bind baby anywhere!

They're completely wetproof; save you hours of laundering.

- They never feel "clammy"; can't chill baby at night.
- They help prevent diaper rash, chafing, chapping—there's no rubber in Softex!
- Acid-proof, allergy-free.
- Won't crack, peel, stiffen; washing-machine-washable.
- Front-formed leg openings for extra rear "sit-down" room.
- White, baby colors, \$1. Other baby pants up to \$2.98.

Prices slightly higher on the West Coast



Kleinert's

Softex Baby Pants

'Dear Mrs. Lindbergh'

Early this year Anne Morrow Lindbergh published a book called *Gift from the Sea*. In it she described an island vacation in Florida and told, with poetic imagery, how the island's solitude and shapes of moon shells, channeled whelks and other shells had helped give her new insights into herself, her needs and her relationships. The book, published by Pantheon Books, \$2.75, has sold a surprising number of copies (270,000) and has been at top of the best seller lists for 23 weeks. It has also brought a surprising

response from American women who have sat down by the hundreds to start letters with "Dear Mrs. Lindbergh" and tell the author how acutely she has echoed the problems of their lives and how imaginatively she has voiced their aspirations. On these pages are pictures of some of the women. With them are excerpts from their letters in which they tell how they have sought, amid the encroaching demands of modern life, their own versions of the tranquility which Mrs. Lindbergh seeks and sums up in the quotation below.

*"I want . . . to live 'in grace' as much . . . as possible.
. . . an inner harmony, essentially spiritual,
which can be translated into outward harmony."*

from GIFT FROM THE SEA



Photographed for LIFE
by LEONARD McCOMBE

'alone on the hills'

Mrs. Kathryn Hubbard, 44, of Washington Depot, Conn., writes:
*"We live here on a small farm
and many are the hours I spend alone
on the hills. . . . The truth of the hills gives me
a clarity of thought,
a chance to cheerfully seek more knowledge
about myself and about God."*



'I've made a lemon pie'

Mrs. Agnes Reid, 68, of Blackfoot, Idaho, who is well known locally as a poetess, says she has used her imagination more for cooking than for verse. She writes to Mrs. Lindbergh:
*"You say, 'And when I cannot write a poem,
I bake biscuits and feel just as pleased.'
Once I put it this way:*

*"Each day I write a poem
To satisfy my soul,
About a lovely sunset
Or how the breakers roll.*

*Today I cannot write one,
No matter how I try,
And still my soul is satisfied,
I've made a lemon pie."*

'what a circus act we perform'

"What a circus act we women perform every day of our lives Look at us. We run a tight rope daily, balancing a pile of books on the head. Baby-carriage, parasol, kitchen chair, still under control. Steady now! This is not the life of simplicity but the life of multiplicity that the wise men warn us of. It leads not to unification but to fragmentation. It does not bring grace; it destroys the soul."

from GIFT FROM THE SEA



'everything except inner serenity'

Mrs. Betty DeWitt, 32, of Auburn, N.Y. writes:

"I am going through that state of adjusting to a new rhythm of life and I need a guiding hand. I have four dear little boys, the most understanding and patient husband and a host of good friends —everything in the world to produce a perfect life except inner serenity. . . ."

'a merry-go-round of activities'

Mrs. Lillian Miller, 53, of Rochester, N.Y., writes: *"My life is such a merry-go-round of activities. . . . My husband and I live with my daughter and her husband and little girl because my daughter is not well. I try to help her as much as I can. . . . I work . . . in a factory. In the morning I try to wash and maybe iron. . . . The ironing is terrific."*





'the monotony of the days'

Mrs. Elvadolis Johnson, 38, of Midland, Mich., writes: "*I could be saint or sinner, but because of my children, I am neither. One takes idle time, the other dedicated time and I'm too busy at my treadmill to have either. But I am grateful for my children and would not wish my life otherwise, except for the monotony of the days . . .*"



'a struggle to express myself'

Mrs. Janet Johnson, 27, mother of a 15-month-old son in Somers Point, N.J., writes: "*There has always been, in me, a struggle to live the life of domestic usefulness that seems to be expected of me. It is a struggle because of a longing to express myself directly in art . . . and in direct contact with people . . . but housewifery does limit contacts . . .*"

'how wonderful are islands!'

"How wonderful are islands—Islands in space, like this one I have come to. . . . Islands in time, like this short vacation. . . . The past and the future are cut off: only the present remains. Existence in the present gives island living an extreme vividness and purity. . . . Every day, every act, is an island, washed by time and space, and has an island's completion."

from GIFT FROM THE SEA



'my home is my island'

Mrs. Dorothy Englehard Lane, who lives in a converted coach house in a quiet garden in Chicago, writes: *"I am alone in an apartment much too big for me, but I love it. You see, I have here what you realized at the seashore in your cottage. . . . My home in the heart of Chicago is my 'island' for intellectual and spiritual development."*

'I have an island in the pines'

Mrs. Virginia Thorpe, 43, of Portland, Ore., writes: *"I was buffeted about from one committee to another until my little girl became ill. I resigned from all my work to care for her . . . learned to sit and watch the world rush on. Today my life is busy again but I have an 'island,' a spot in the mountains among the pines. . . ."*





'my island is my typewriter'

Mrs. Susan Comegys, 39, of Bethlehem, Pa., writes of how her two sons and "their 10 friends will file out of their rooms in 'FBI' raids with wooden guns in hand, and so my distractions pile up. My island is my typewriter where I struggle to reorganize the spate of my thoughts . . . and I want to try my hand at . . . stories about the episodes these boys provide."



'mine is in the middle of a city'

Mrs. Jean Markle, 45, of Haverford, Pa., writes: "We all have our own little islands. . . . Mine is right in the middle of a city. . . . I like to go into Philadelphia . . . and wander around. . . . I love being alone in the midst of people and . . . one of my greatest pleasures is Leary's wonderful old outdoor second-hand bookstore. I . . . come home refreshed."



'cutting out the distractions'

"The problem is . . . how to remain whole in the midst of the distractions of life . . . There is no easy answer, no complete answer. I have only clues, shells from the sea. The bare beauty of the channelled whelk tells me that one answer, and perhaps a first step, is in simplification of life, in cutting out some of the distractions."

from GIFT FROM THE SEA



'not on schedule time'

Mrs. Gwendolen Newton, 69, of Milford, Conn., writes: *"My life has been exceedingly full with . . . activities but since our children are in their homes, we have given up our home in Greenwich and are living in an apartment in old Milford. . . I spend hours by the water. . . It is wonderful to now enjoy the simple life . . . not on schedule time."*

'we have no TV'

Mrs. Blanche Leonard, 36, of Altadena, Calif., writes: *"We have no TV and do not miss it. We seldom have the radio on. We spend leisure hours reading to the children or teaching them 'The Free Dance.' . . Of course, our children are young . . and I realize that may have something to do with the fact we can resist many social demands."*

'more time for sewing'

Mrs. Mavise Crocker, 33, of Stamford, Conn., who decided to drop activities which kept her rushing, writes: *"It is amazing how simple and uncluttered my life has become from an emotional standpoint. My house may not be kept any better but at least I read more . . have more time for sewing, and certainly the children are happier and . . healthier."*

'reading and prayer together'

Mrs. Dorothy Bush, 54, wife of Connecticut Senator Prescott Bush, writes: *"Life gets so hectic that I just feel I am constantly in a jet plane, whirling through space. . . I am more determined than ever to let nothing interfere with our quiet little time for morning reading and prayer together each morning before Pres goes to the senate."*





'here I find serenity'

Mrs. Christine Lillie, 53, lives in Pasadena, Calif. but with her husband owns a desert retreat. She writes: "*Distracted by the turmoil of city living, I often come alone to our square mile of Mojave Desert to bring into focus the jumbled disorder of my thoughts. . . . Here I find serenity and here I learn . . . from the tortoise, the eagle, the Joshua. . . .*"

'a quiet within ourselves'

Mrs. Ann Waitz, 38, of Westbury, L.I., who finds "replenishing moments" in her music, writes: "*We must endeavor to find time . . . within the framework of homemaking, to look beyond the threshold of mundane activities, and . . . find a quiet within ourselves. . . . There are many faces to silence which . . . inspire the listening heart.*"



'before the household is up'

Mrs. Sue McCann, 50, of Arnold, Md., writes of "how to decide among all the pressures that we . . . face today. My own private answer is the hour before the household is up: time to pray for strength for the day; and then, when the other members of the family have gone to school and to work, to again direct my thoughts to prayer while I work."

'alone for part of each day'

"Moon shell You will make me think, with your smooth circles winding inward to the tiny core, of the island I lived on . . . You will say to me 'solitude.' You will remind me that I must try to be alone for part of each year part of each day, even for an hour or a few minutes in order to keep my core, my center, my island-quality."

from GIFT FROM THE SEA



MOVIES



HOME ON THE TEXAS RANGE, with Elizabeth Taylor as his movie wife, Rock Hudson gets his biggest Hollywood break so far as the cattleman hero of Edna Ferber's novel, *Giant*. In previous moneymaking but mediocre films Bachelor Rock wooed and won such leading ladies as Jane Wyman and Anne Baxter.



IN HIS KITCHEN early riser Rock Hudson sleepily tosses his breakfast eggshells in the general direction of garbage can. The rest of Rock's bachelor cooking consists mostly of coffee, steaks and chops.

The Simple Life of a Busy Bachelor

ROCK HUDSON GETS RICH ALONE

Since 1949 movie fan clubs and fan magazines have parlayed a \$75-a-week ex-truck driver named Roy Fitzgerald into a \$3,000-a-week movie hero named Rock Hudson on the strength of his amiable good looks and, even more, on determined bachelorhood. But now they are beginning to grumble. Their complaints, expressed in fan magazine articles, range from a shrill "Scared of Marriage?" to a more understanding "Don't Rush Rock." Fans are urging 29-year-old Hudson (*see cover*) to get married—or explain why not. Hardly anyone noticed that Rock has been so busy making movies and money that he has barely had time to get a haircut, let alone a wife. He has two films released this year and three more on the way, including *Giant* (*opposite page*) which gives Rock his best role so far.

Success seems so far to have no unwonted effect on wavy-haired Bachelor Hudson. Though he has moved into a bigger house, he cooks his own breakfast and waters his own lawn like any suburbanite. He enjoys taking out girls (*right*) but likes his bachelorhood more than ever. As for the fan magazines, when one recently asked him for a story on "The Hardships of Success," easygoing, successful Rock answered, "Are you kiddin'?"



ROCK HUDSON, 6 FOOT 4, SQUEEZES INTO MARISA PAVAN'S NEW SPORTS CAR →

"I'd still be paying for
Junior's tumble if I'd had
to face the hospital bills alone!"

*"I'm sure glad
we belong to
BLUE CROSS!"*

Says Manford L. Eaton, Printing Compositor, Kansas City.



"That very morning Lucille had suggested we drop our Blue Cross—we were all so healthy. 'Let's not,' I said. 'We might need it almost any time.' How right I was."



"After supper it happened. I was fixing the back steps. Junior was in his tree house. Suddenly, I saw him lying in the drive! He didn't move—we were scared."



"It was his leg—a bad shattering break that meant 70 days in the hospital and a lot of costly care. Believe me, there's no more talk of dropping Blue Cross at our house!"

Blue Cross is nationwide . . .

*the only organization for prepayment of hospital care
officially approved by the American Hospital Association.*

No one can tell you better what Blue Cross means than those who have had its help. For they have learned how valuable this protection is in time of need. **Blue Cross is unique.** One big difference is that you don't "buy" Blue Cross protection. It's an organization which you "join" with others—usually the employee group right where you work. Officially approved by the American Hospital Association, Blue Cross has a special "partnership" with the hospitals themselves. This brings you many advantages. **You get care, rather than "so much a day".** The whole idea of Blue Cross is to help families get *hospital care they actually need*, instead of just dollars. As a Blue Cross member, you get basic hospital services and many of the costly "extras" as well.

Simply show your Blue Cross card when you enter the hospital. Blue Cross takes care of the details and pays the hospital direct. There are no claims to file. **The cost is low.** Every cent paid in to Blue Cross by members, except for modest operating expenses, is set aside to help pay for hospital care. And to assure you the fullest value, benefits and dues are set according to local needs and conditions. These are reasons why Blue Cross—even though it pays out over 14 million dollars each week—can protect your entire family for only a few cents a day. **48,000,000 people belong!** Blue Cross assures the effective, dependable protection people need and want. Each day thousands more join to safeguard their savings and incomes against unexpected hospital expense.

Here's how to join. Ask your employer about Blue Cross. Most people join through a group where they work. Should you change jobs or retire, you can have your Blue Cross protection continued through a very simple arrangement. The Blue Cross Plan serving your locality is listed in your phone book. Rural families in many states can join through local farm organizations. **Blue Cross Commission, Dept. 103, 425 North Michigan, Chicago 11, Illinois.**



BLUE CROSS®

**HELPS MEET
HOSPITAL BILLS!**

© Blue Cross and symbol registered by
the American Hospital Association

25TH ANNIVERSARY YEAR!!



IN A MUSIC STORE Rock tries out a piano which he later ordered given a gunstock finish to suit decor of living-dining room in his new \$30,000 house.



IN A NIGHTCLUB for a rare visit jazz lover Rock whispers a comment on Louis Armstrong's singing to his favorite date, Phyllis Gates, Hollywood agent.



ON STREET, in Los Angeles' Mexican quarter, affable Rock gets a laugh out of Italian Actress Anna Magnani's posing for a sidewalk portrait artist.

CONTINUED

"And having BLUE SHIELD to help pay for surgical-medical services spared me a lot more expense!"

Says Manford L. Eaton



"The bone of Junior's left leg was shattered lengthwise and splintered. It required the most skilled surgical handling and the use of traction. But now Junior is riding his bike again. It's wonderful what the M.D.'s can do today...wonderful how Blue Shield helps at a time like this."

BLUE SHIELD

Sponsored by the medical profession

... this famous plan helps meet surgical-medical-maternity costs.

Joining Blue Shield is the simplest, surest way to protect your family against the sudden costs of unexpected surgery. 33 million people are enrolled today to free themselves of this worry.

How Blue Shield works. Most people join by enrolling with a group—usually with their fellow employees. Each one pays in a small amount regularly. Then Blue Shield is ready with help when it is needed.

Liberal, specific sums are paid for hundreds of different operations as well as many nonsurgical services. Often the full surgical-medical bill is paid.

Nationally, 89% of physicians actively support Blue Shield in areas it serves. Your family physician is almost sure to be among them.

Just a few cents a day is all it costs to have Blue Shield protection for your whole family. To assure you maximum value, both dues and benefits are determined *locally* to fit needs and conditions where you live.

You can keep Blue Shield through simple arrangements with your local

Blue Shield Plan, when you change jobs or retire—an advantage to remember! 12,000 new members enroll each working day! Blue Shield's phenomenal growth clearly shows that it is bringing people the protection they want!

How do you join? Ask your employer about enrolling where you work. Blue Shield serves in small firms as well as large. Your local Blue Shield Plan is listed in your phone book. Rural families in many states join through local farm organizations. Blue Shield Commission, Dept. 103, 425 North Michigan, Chicago 11, Illinois.

BLUE SHIELD



**HELPS MEET
PHYSICIAN
EXPENSES!**

®Service marks registered by Blue Shield Medical Care Plans



"Bright-tasting Sunsweet is the most healthful of all prune juices. For *only* Sunsweet has the same amount of natural laxative in every glass. Only one that tastes so great, too... because it's *pure* prune juice... never diluted, never sweetened. Naturally, Sunsweet outsells all the others put together."

SUNSWEET PRUNE JUICE



ROCK HUDSON CONTINUED

MONEYMAKING JOLLITY

Rock Hudson hit his stride in 1954 with *Magnificent Obsession*, a movie that grossed \$8 million in no time and made him Universal's most profitable property. Rock's latest, *All That Heaven Allows*, with the same principals and director, is about a widow (Jane Wyman) who falls for her young gardener. Lacking only the commercials to make it 100% pure soap opera, it seems likely to match *Obsession's* returns.



MOVIE HORSEPLAY at a bohemian barn dance is enacted by Rock and co-star Jane Wyman in *All That Heaven Allows*, in which he is her woody lover.



REHEARSAL HORSEPLAY for scene at top is indulged in by Rock and U-I starlet Dani Crayne who was taken on to teach him the barn dance routine.



Tony and "friend" on the Garry Moore Show

Garry Moore says: "Won't they tell even you, Tony?"

Tony: No, the Kellogg's folks won't tell me, or anyone, how they make their special sugar frosting. But I could be persuaded to reveal . . .

Garry: Go on, go on—tell your old pal, Gare . . .

Tony: Well, O.K. Kellogg's secret sugar frosting makes these crisp flakes of corn gr-r-reat for breakfast and . . . here try 'em yourself for a snack.

Garry: Amazing! No wonder so many people enjoy—

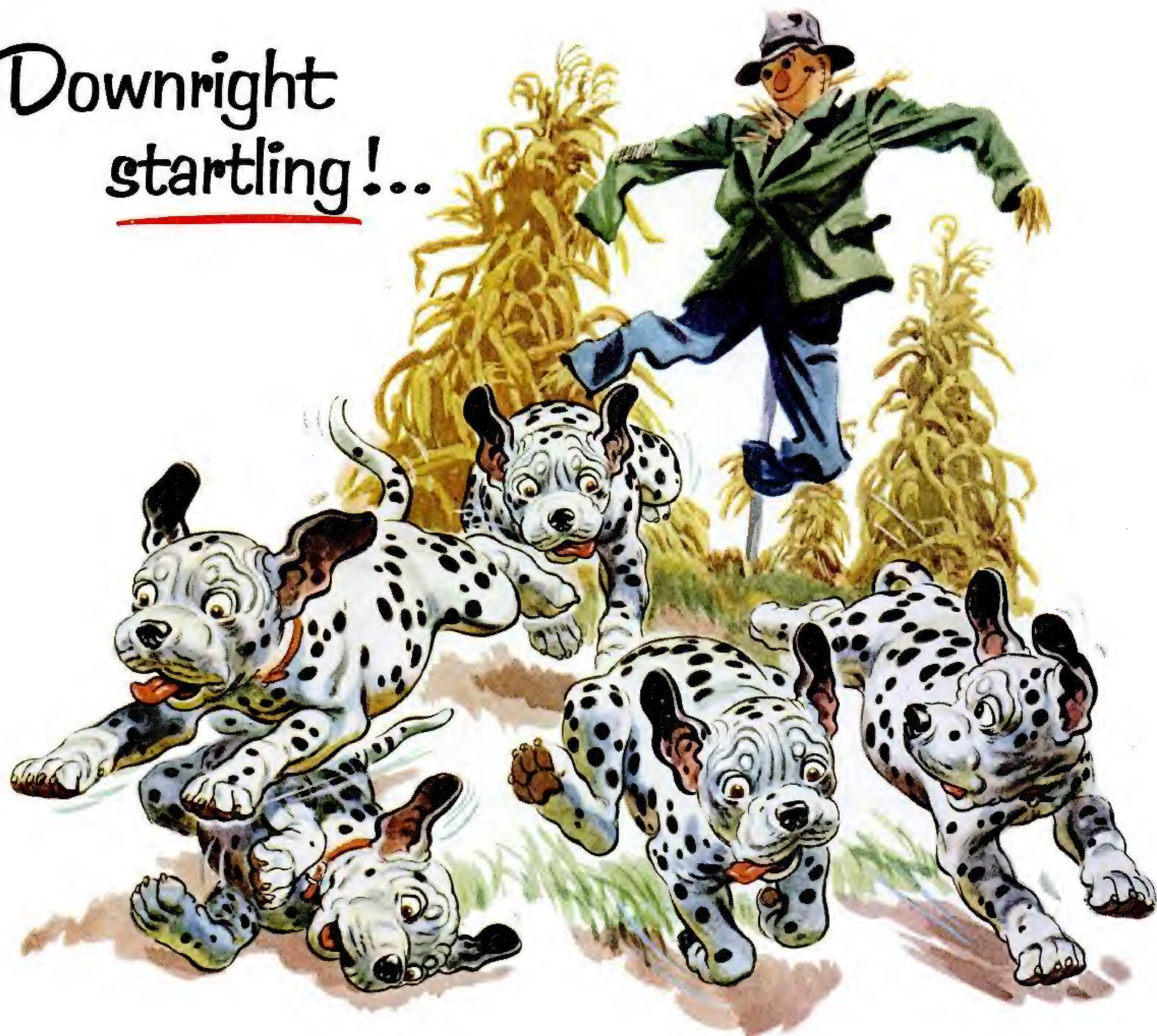
Tony: Enjoy Kellogg's Sugar Frosted Flakes? Well, I should say they do. Confidentially, they're the . . . here, try some more.

Garry: Very generous of you, Mr. T. M-m-m-man! These *ARE* the *GREATEST*!



Kellogg's SUGAR FROSTED FLAKES

Downright startling!...



...the power you get with

TEXACO **FIRE CHIEF** GASOLINE...100% CLIMATE-CONTROLLED

It never stops hustling, that Fire Chief gasoline! It snaps up your starts, smooths out your getaways, and deals out a big and lively kind of power to level out those hills. That's true wherever you buy it, too. For Fire Chief is 100% Climate-Controlled, specially blended for climate and altitude in all 48 states.

Surprised you could get all this in a regular-priced gasoline? Well, try a tankful of Fire Chief. You'll find out!

The man to see is your Texaco Dealer, the best friend your car has ever had.

TEXACO DEALERS in all 48 states

Texaco Products are also distributed in Canada and Latin America



TUNE IN . . . TEXACO STAR THEATER starring JIMMY DURANTE on television, Saturday nights, NBC.

THE
TEXAS
COMPANY



FIRST AD: TOOTHPASTE



ATHLETE PLUGS MILK



HERE ARE FIVE BRITISH TELEVISION COMMERCIALS. THE ONE ABOVE IS FOR SPANGLES, A CANDY



"SUKIE" SELLS FRUIT DRINK



SIPPER TOUTS CHOCOLATE

JINGLES FOR BRITAIN

With musical ads and many misgivings, England plunges into commercial TV

by ROBERT WERNICK

FOR the past few weeks every television installation man in London has been busy on a gigantic conversion job, adjusting aerials on the city's roofs and adding extra knobs to TV sets. Up to now British sets had only one selector knob and could be tuned in only on the channel which purveyed the prim, gray fare of the British Broadcasting Corporation. But last week all that was changed: at 7:15 p.m. on the night of Sept. 22, London set owners who had been fortunate enough to have their conversion finished in time had their choice of two TV stations.

A look at the script scheduled for the new station's inaugural show indicates that its entertainment would not differ radically from that offered for 19 years by BBC: a television camera glides up the Thames past familiar landmarks while a familiar glutinous voice describes the hordes of invaders who have taken this route over the millenia; London burns in 1666 and 1940; Big Ben booms; Sir John Barbirolli conducts a symphony orchestra at the Guildhall while celebrities in white ties assure one another that a great moment has arrived. But then, after the first number of a vaudeville show, the screen goes blank. And out comes a tube of toothpaste congealed in a block of ice (above, left) while a hearty voice intones:

"It's tingling fresh!"

"It's fresh as ice!"

"It's Gibbs S.R. toothpaste! . . ."

That is the revolution. The latest invader has come up the Thames. Commercial television has been inaugurated in England.

Being an English revolution, it has been confused, burbling, a muddle throughout. It only came about in the first place because the BBC, though it pioneered large-scale television in the '30s, long before the American companies did, was never really interested in developing it very far ("Do They Want It Dull?" *LIFE*, Nov. 2, 1953). A safe, lethargic, government monopoly, it bestirred itself from time to time to put on a fine dramatic show or nobly cover a noble event like the coronation. But by and large it wavered between a patronizing air of superiority and an engaging amateurishness. "I see our program has ended about 10 minutes before we anticipated it might," the announcer might say. "We will try to fill up the void with the overture to *Die Fledermaus*."

Among the ordinary public there was an urgent demand for something a bit livelier, but when it was suggested that this something could only be provided by privately owned stations selling time to advertisers on the American pattern, there was revulsion and outrage. The bishops of England, who according to a popular saying expect the Second Coming to be announced with quiet dignity on the BBC, excoriated the proposal. So did the vice chancellors of

14 universities. So did the Labor party which is opposed on principle to private enterprise.

Open agitation for commercial TV did not begin until 1950, when Norman Collins, an ambitious young man who was head of BBC's television programs, decided that the atmosphere was stifling and resigned. When he thereupon stumped the country advocating commercial television, his cry was naturally taken up by the businessmen who had long wanted this advertising medium. The commercial television bill was first introduced in the House of Commons March 4, 1954, and the war was on.

In Parliament the only enthusiasts for advertising on TV were a group of Conservatives, who chose to take seriously their party's free-enterprise platform. And, as one commentator notes, the government leaders had to do something about the free-enterprisers. "Those chaps after all had to swallow the continuation of the welfare state, they had to give up the empire, they had to give up their principles. By God they had to be given something, so they were given commercial television."

'Inspissated incomprehension'

BUT once the issue was broached the tough politicians who run the machinery of the Conservative party decided that they had a good popular thing on their hands, and they would see that what the public wanted the public would get. They made the proposal a matter of party discipline and rammed it through both Commons and Lords despite all the scruples and the cultured wails.

It was touch and go for a while, however. In the House of Commons, honorable members held up pictures of J. Fred Muggs, a chimpanzee who had turned up on the same American commercial program on which films of the coronation had just been shown. This, the honorable members said, was an example of what Britons would be inviting into their own homes. One member, Mr. Emrys Hughes, imagined the coronation being broadcast American-style: "In the interval we might have had somebody saying, 'They have all gone for refreshment now. They are only being kept alive until the end of the performance by drinking Nicholson's gin.'"

It was worse in the Lords. The postmaster general, despite the noble title he bore (Ninth Earl De La Warr and Viscount Cantelupe), was badgered and battered when he presented his defense of his party's bill. Lord Hailsham accused him of "inspissated incomprehension" and called his bill "evil, mischievous and illiterate . . . barbarous, cretinous, Philistine nonsense." (When Lord Hailsham later signed a contract to appear on commercial TV, he explained that the



*Spells Out
Your Favorite!*

Yes, the popularity and success of Black & White Scotch Whisky can be told in two words: quality and character. They never change!



"BLACK & WHITE"

The Scotch with Character

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



COMEDY PROGRAM of new station will star stage comedian Reg Dixon (above) in skit, songs and guest-star format like those on American television.

JINGLES FOR BRITAIN CONTINUED

nationalization of the railroads, to which he was opposed, did not prevent him from taking the train.)

Few and far between were the voices raised in defense of "the fresh virile blood of free enterprise." In fact, the government seemed to be devoting most of its argument to promises that it would never allow anything on the horrid order of American television. There was no talk but of checks, hedges, prohibitions.

Under the act as finally passed, the new transmitters are to be owned and operated not by the broadcasters but by a government body known as the Independent Television Authority, ITA. The ITA has the responsibility of seeing that the programs will have "a proper balance" and "high quality" but it does not produce them itself. This is left to companies known as program contractors, the equivalent of U.S. stations. They pay the ITA's expenses and in turn meet their own expense by selling brief periods of time (not more than six minutes in any single hour) between programs or in "natural breaks" to advertisers. The advertisers buy time as they would buy space in a newspaper or magazine and cannot identify themselves with any particular program.

There is a mass of further restrictions: no telecasting on Sunday morning, when people are supposed to be in church; no children's programs on Sunday afternoons when children are supposed to be in Sunday school; no programs at all between 6 and 7 every day when children are supposed to be on their way to bed (following the lead of BBC, which has such a hiatus, known as "The Toddlers' Truce"); no advertising in proximity to the appearance of royalty. Seventy-five percent of the programs must be British-made, a quota which will keep American imports restricted to a few highly popular programs such as *I Love Lucy*, *Dragnet*, *Liberace* and *Roy Rogers*.

Thus swaddled, the infant came into the world with the most respectable of godparents. Even the members of the ITA Board were chosen from among persons of distinction who had no previous connection with television. So it was no wonder that by this time the original supporters of commercial television were ready to think they had done nothing but create a new and equally stuffy BBC.

However, the winds of freedom were blowing. In a chaos of financial deals, gaudy prospectuses, building of studios, indiscriminate hiring of talent, private enterprise began driving toward the opening date of Sept. 22.

There were political reasons for the selection of the date. The Conservatives assumed a new election was coming up about then, and they wanted to belabor the Socialists with the slogan, "Don't let them take your other knob away!" The elections, as it happened, were held earlier. But for reasons of prestige this time, the September deadline had to be maintained.

This meant that an entire industry had to be put together out of nothing in a few months. It goes against the phlegmatic British grain, especially in this year of full employment when nobody is afraid of being fired because he can get another job around the corner. Nevertheless, says one veteran of the pioneer days in America who has been close to the recent situation here, the stimulus of working in a new, exciting industry made the British

CONTINUED



RCA's New Orthophonic High Fidelity Sound

Opens a New World of Music

From Ceylon to Chile, people of the world can now enjoy a wonderful kind of recorded music that sets a new high standard in the reproduction of sound.

This is made possible by RCA's development of New Orthophonic Sound that weds the beautiful tone of RCA Victor records with the superb performance of new high fidelity "Victrola" phonographs. Born of RCA's acoustical and electronic research, New Orthophonic Sound reproduces a noticeably wider range of sound frequencies, perfectly balanced for musical realism.

When you hear RCA Victor records played on a new Orthophonic "Victrola" phonograph, you'll immediately notice a brilliance and clarity that not only simulate but actually *re-create* original concerts.

The experience and skill behind this achievement are inherent in all RCA products and services. And continually, RCA scientists at the David Sarnoff Research Center in Princeton, N. J., are working toward new thresholds of "Electronics for Living"—electronics that make life easier, safer, happier.



NEW ORTHOPHONIC HIGH FIDELITY "VICTROLA" PHONOGRAPH, \$129.95. With Panoramic Speaker System—3 speakers scientifically angled to diffuse sound throughout room. Mahogany or modern oak finish. Legs optional, extra. Model 6HF5. Other high fidelity instruments to \$1600.



RADIO CORPORATION OF AMERICA
ELECTRONICS FOR LIVING

Greatest advance ever in walking comfort!

AMAZING NEW SOLE!

MICROLITE

by **CAT'S PAW**

a miracle of

Lightness!

Lighter than leather!
Lighter than rubber!



microlite SOLES

by Cat's Paw

NOW at your Shoe Repairer's

Cat's Paw Rubber Co., Baltimore, Md.

Put your feet on Easy Street with this new product of Cat's Paw research... lighter-weight, longer-wearing Microlite soles. They're waterproof, flexible, non-marking. You'll never experience such slipper-comfort in a sole until you try Microlite! For all the family's shoes.

HALF AND FULL

by Cat's Paw



Come out of that stuffy
HEAD COLD
FOG...

OPEN UP YOUR NOSE
Breathe Again!

When a head-cold stuffs up your nose, makes breathing difficult, nothing works like Vicks Va-tro-nol® Nose Drops to bring fast, soothing relief. A few drops up each nostril as directed. That's all!...Your nose opens. You can breathe again! Wonderful relief, too, for sneezes or dry nose.

VICKS VA-TRO-NOL
NOSE DROPS



NOW—for children...

a new, different aqueous nose drop that clings to give longer relief. Milder-feeling. Fully effective.

Now MILD VICKS VA-TRO-NOL Nose Drops

New Golf Car has GASOLINE ENGINE
World's Finest—yet it **COSTS 50% LESS**
Not a toy but an ideal runabout for business and pleasure. Shipping Points: Baltimore, Chicago, Reno. Write for Catalog: **ESHELMAN, Dept. GC-219C**, 1499 Light St., Balto., Md.



Sleep

SOUND tonight!...

When you have trouble getting to sleep the discovery of the new safe sleeping tablet SLEEP-EZE can be a blessing to you. This new miracle tablet brings sleep quickly and safely and lets you sleep without nervous tossing, turning and waking up during the night. Best of all, you awaken amazingly rested, refreshed and feeling like a million dollars. SLEEP-EZE tablets are non-habit forming and so safe they can be purchased at your neighborhood drug store without prescription. Double your money back if not delighted with SLEEP-EZE, Safe, Non-Habit Forming SLEEPING TABLETS.

Dry,
cracked

LIPS

NEED



the all—
family lip balm

APPROVED BY
Thousands of
DOCTORS

Each tablet of St. Joseph Aspirin For Children is 1/4 grains. Easy to give "just as the doctor orders." And it's orange flavored.



COMPETITORS share commercial station by splitting week. Conservative A-R, managed by Captain Tom Brownrigg (left), puts on weekday programs, while livelier ABC, started by Suzanne Warner, puts on weekend programs.

JINGLES FOR BRITAIN CONTINUED

do in eight months what took two or three years in the U.S.

At Television House, formerly an air ministry building, headquarters of the new industry, operations have begun at a frantic rate while the workmen are still ripping out walls and installing the latest equipment. Cement mixers are churning outside the windows of offices where advertisers are scrimmaging for suitable spots next January; scriptwriters are racing their deadlines; actors are rehearsing; executives are yelling, "Impossible, my good fellow!" at each other. Every so often there is a cloud of cement dust down a corridor. If you ask what that was, the answer will most likely be, "Oh, it's Mister Towers running somewhere."

Mr. Towers is Harry Alan Towers, a boy wonder, now aged 33, who has been running steadily at least since age 18, when after a week in the RAF he got the daughter of his commanding officer to work as his stenographer to help him run radio broadcasts for the troops. Where he is running these days is mostly to conferences with himself. As sole owner of Towers of London, Ltd., he makes television films, in batches of 13 or 26 or 39, which he sells to Incorporated Television Program Company (of which he is a director), which sells them to Associated Broadcasting Company, Ltd. (of which he is also a director), or to Associated-Rediffusion (of which he is a consultant).

The original plan had called for more conservative impresarios. The ITA, which had the job of choosing them, was committed to the idea of competition, but it had for the moment (and for many months to come) only one channel to offer to the prospective broadcasters. This problem was settled Solomon-fashion by splitting the week into two parts and giving each to a different company.

Weekdays were awarded to a concern known as Associated-Rediffusion, an amalgam of interests headed by Lord Rothermere of the *Daily Mail* and Harold Drayton, one of the richest men in England. Each owns 50% and each is represented on the board by a sub-Napoleon who makes decisions unhesitatingly but sometimes in contradiction to his partner. "Associated Reconfusion," it is sometimes called.

Running its operations is Captain Tom Brownrigg, an ex-navy man who would like to consider his organization a well-run ship. When Brownrigg brought in as his program director an Englishman named Bill Gillett who had directed his first American TV network show back in 1948, Gillett asked what physical plant had been acquired. "We're all set," they told him, and pointed to a moth-eaten music hall in a rundown suburb. Under violent prodding from Gillett this has grown to a row of ultramodern sound stages, as good as anything in America. What will come off those stages, according to Captain Brownrigg, will be a good deal livelier than the BBC. But not too much so: this company, he says, was founded by people who wanted to make sure that at least one of the broadcasters would have the same sense of responsibility for the tone and level of the programs as the BBC. He expects to follow a middle course, with BBC on the right, or cultured, side of the spectrum.

On the left will be Associated Broadcasting Company Limited, or ABC, which has weekends in London and will have weekdays in Birmingham when a station is opened there next year. This com-

CONTINUED

\$100

\$10.95 DROP LEAF TABLE

NO. 2815L **\$2995**

NO. 759L **\$1095**

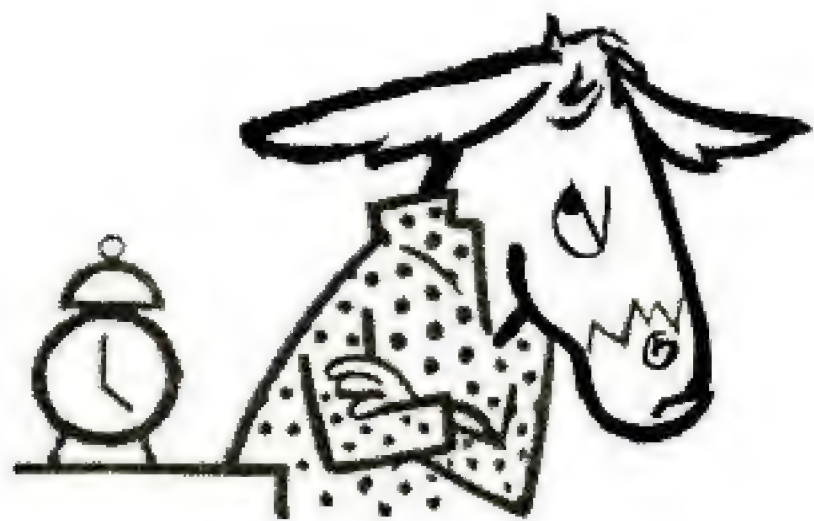
ELECTRA **\$100**

NO. 2815L **\$2995**

NO. 759L **\$1095**

**This Table for \$100
with every "Posture" Chair you buy!**

Copyrighted material



"Innards" stubborn as a mule?
Remember what's the smartest rule...



For regularity surprising
Try lemon in water on arising!

KEEP REGULAR THE HEALTHFUL WAY:



Most people find fresh lemon juice in water—taken first thing on arising—overcomes sluggishness and insures prompt, normal elimination.

This simple, natural fruit drink is not a harsh laxative, not a drug. It's good for you. Doctors emphasize that fresh lemons—fresh from sunny groves in California and Arizona—are among the richest-known sources of vitamin C, and

provide B₁ and the *bioflavonoids*. They alkalinize, aid digestion, help prevent colds and infections.

So keep right and bright with lemon and water. Not too sharp or too sour, it has just enough tang to be refreshing; clears the mouth, wakes you up. Try it ten days; give it time to establish regularity for you. And always buy Sunkist Lemons—finest and juiciest grown.

Sunkist

EXTRA METAL CAP for extra safety
SAF-T-HED
THUMB TACK
GUARANTEE...
PIN CAN'T PASS
THROUGH THE HEAD
AMERICAN TACK CO., FLATIRON BLDG., N. Y. C.

only 29¢ Refreshes Air
—INSTANTLY!
Maiden Fair, Baby Fair, Wood
Breeze or Forest Air Deodorizer
for car, nursery, cellar—anywhere.
AT DEALERS EVERYWHERE

ROTO-ROOTER®

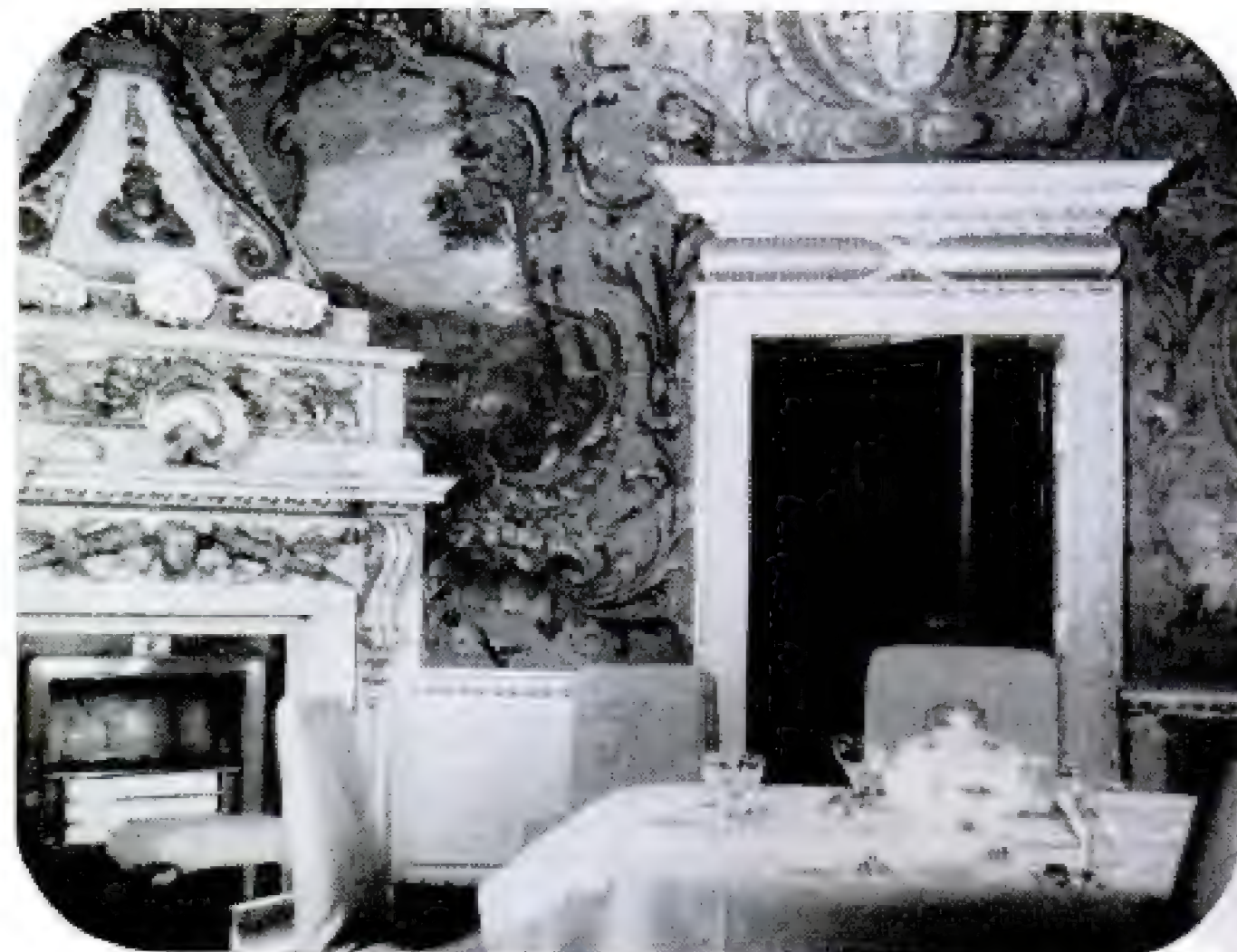
SEWER SERVICE

SHAVES AWAY TREE ROOTS, GREASE,
AND OTHER STOPPAGES LIKE MAGIC.
They quickly disappear with surprising ease. Thanks to
ROTO-ROOTER'S steel cutting blades on flexible cable
that "RAZOR-KLEEN" the inside sewer walls. Saves you
the expense of needless digging.

To get the genuine, look for ROTO-ROOTER, white
pages, telephone book. Write for FREE literature.

ROTO-ROOTER CORP., Dept. L-17, Des Moines 14, Iowa
Franchises Available In Some Localities

A NATIONAL SERVICE AVAILABLE LOCALLY



FIND THE ADVERTISEMENT in this discreet scene in a British TV travel-log. Solution: it is the shell on the mantel (left), advertising Shell gasoline.

JINGLES FOR BRITAIN CONTINUED

pany, in its present form, appears to have been the inspiration of Miss Suzanne Warner, a bright ball of fire from Glendale, Calif. Miss Warner passed the threshold of fame nine years ago, at the age of 23, when she talked Howard Hughes into letting her handle the publicity for Jane Russell. Later, on her own as head of Suzanne Warner Ltd., a hot-shot publicity outfit, she got to thinking that the new TV stations would be a natural arena for the talents of the British show-business tycoons. These are men like Val Parnell of the Palladium, Binkie Beaumont who produces 75% of the London plays, and Prince Littler, a rotund little man who is chairman of the board of at least 59 (some say 259) corporations and is pretty much the dictator of the English entertainment world. They were at first opposed to commercial TV because they were afraid it would be bad for their business.

But when Miss Warner had expounded her doctrine to them, they said (she says), "We would be delighted to come in with you, dearie, if some one else will ante up £2 million." So, continues Miss Warner, she tripped down to S. G. Warburg, an eminent banking house, and explained the case, and they said to her, "My dear, it will be a pleasure," and gave her the £2 million.

Thus was born Incorporated Television Program Company, or ITP, already one of the largest producers of TV films in the world. It was refused a contract by the ITA which favored a less flamboyant group headed by Norman Collins, the ex-head of BBC television who had been campaigning so earnestly for free television. Mr. Collins unfortunately ran into financial difficulties, whereupon ITP took over one third of the stock and full management control of his company, now known as ABC. The division of labor in this company is now described as: Prince Littler has the company, Harry Alan Towers has the studios, and Norman Collins has a rubber stamp labeled GOOD TASTE.

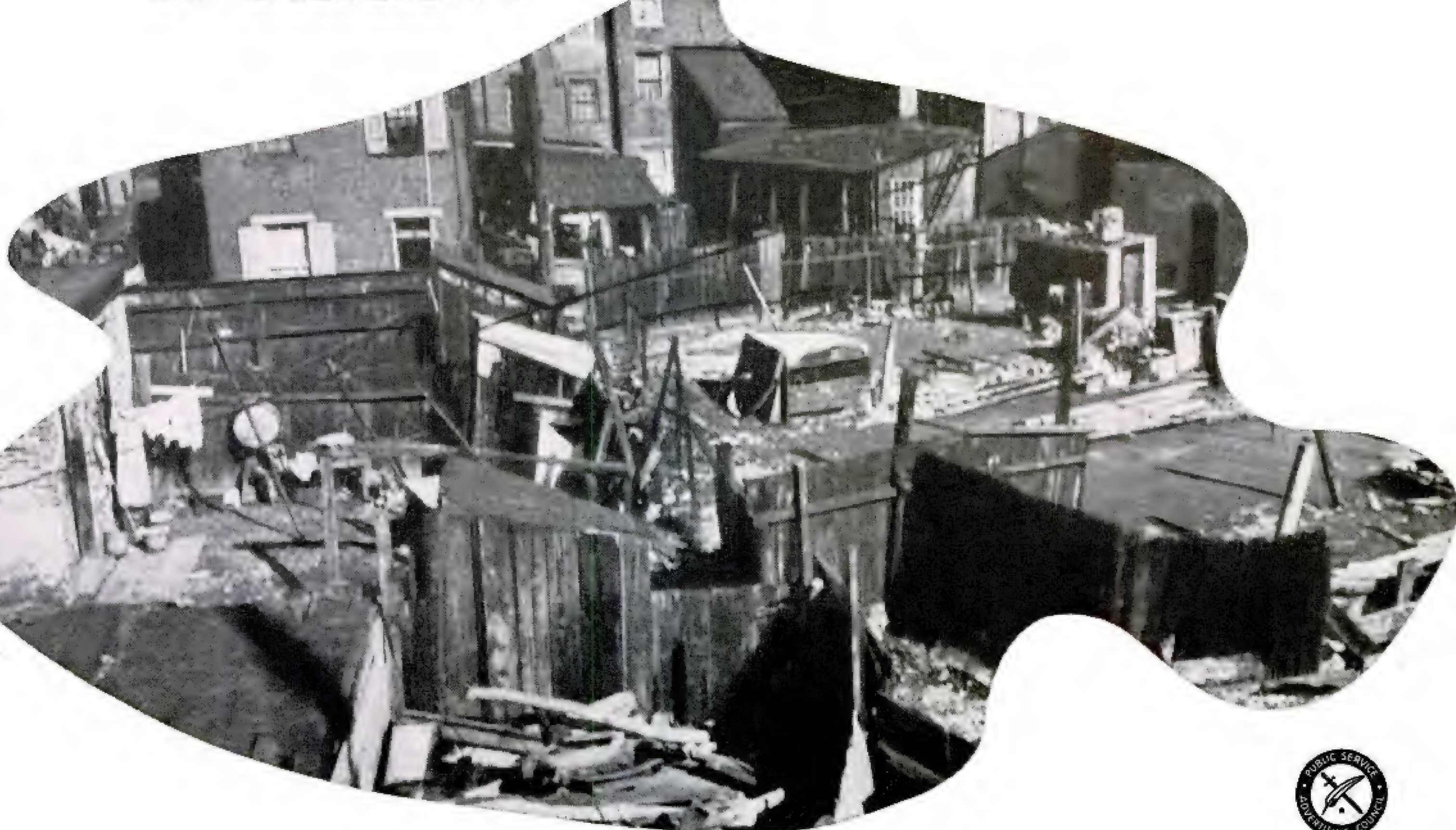
Under these auspices, commercial TV has been barreling ahead, with every movie camera in England grinding away to pile up the much-needed backlog. It is a bigtime business—the two first program contractors have already invested over £3 million apiece (\$8.4 million), and they expect to lose money for the first year or so, and of course get it back and much more after that.

Some of their money will come from sales of their films in foreign markets. But the bulk will come from advertising fees. These fees are inordinately high at the moment, considering the small audience (1.8 million who have converted their sets, out of the total television-viewing population of 16.5 million) that is currently available.

Just now, this is no problem. Everybody wants to advertise. Certain advertising men have tried to spread a superstitious belief that the English are too reserved to accept the vigorous American type of commercial. "You can't walk up to an Englishman and hit him in the face with an ad," they say. "You have to wait till he's walked past you and then hit him on the back of the head."

Acting on such advice, some companies produced ads of such excessive gentility that the name of the product seemed to be dropped in by accident. Shell, for instance, is spending £2,925 every Friday for a three-minute guided tour through some lovely spot of British countryside, written and spoken by the poet John

Will this blot spread... or shrink?



NOTHING strikes so brutally at human lives as a slum.

Yet, of America's many millions of homes, the blot that is a slum covers more than 1 out of every 10 . . . and nearly one-half of all our homes are urgently in need of repair and basic improvements.

Will this blot go on spreading? Or will a concerted, nationwide attack on the causes of slums shrink it, year by year, until it is wiped out? Today, this is a challenge to every American . . . a challenge that *must* be met.

Your community...your problem!

A slum reaches across blocks, across miles, to sit on your doorstep and demand a price.

You pay it in the threat of crime and juvenile delinquency to your family. *You* pay

the price in higher personal property taxes to fight the disease and crime and poverty that are slum-bred.

You pay personally when the value of your home sinks as community deterioration takes another step closer.

What can be done?

Already many organizations are working to reverse the trend toward sub-standard housing. Add your effort to theirs. Your effort, multiplied by a million other Americans', can stop slums and put America's housing standard at a new height.

Some slums are beyond repair, should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. It is up to you to get

behind every sound program which seeks to provide adequate housing for all our people.

Follow the course of Action! A new, non-profit organization has been formed to help in this fight—The American Council To Improve Our Neighborhoods . . . A.C.T.I.O.N. Send today for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It also lists booklets, research reports, check-lists, and other material which can help. Address P. O. Box 500, Radio City Station, New York 20, N. Y.



American Council To Improve Our Neighborhoods

Horsehide..Pigskin.. Buckskin

It makes no difference!

ONLY
WOLVERINE

WORK GLOVES

Are sold this way!

Possibly you've never worn a pair of Wolverines. If so, you've been missing a lot of extra work glove wear and hand comfort! Tanned by that half-century old Wolverine secret triple-tanning formula, they even dry out soft after soaking. Millions wear them and enjoy all that extra comfort and wear. Why not you? Get the most for your work glove money. Just visit your Wolverine dealer and accept that 7-day offer.

Wolverine Shoe & Tanning Corp.
127 MAIN - ROCKFORD, MICHIGAN



Write today for
**FREE
FOLDER**
and name of nearest
WOLVERINE DEALER



For the Job
on Your Hands
There's a
Wolverine to Fit!

THE MOST EXCITING
TRUE-TO-LIFE SOUNDS
IN RADIO HISTORY!

GRUNDIG *Majestic*

Ultra-high Fidelity
stereophonic
3D sound
IMPORTED FROM WEST GERMANY



Music that Lives

AM-FM SHORT WAVE

True Stereophonic 3D Sound produced by using Electrostatic speakers that faithfully reproduce the full-bodied rich tones as well as the delicate shadings of each musical instrument and voice. Exquisitely beautiful cabinet designs and finishes by old world craftsmen perfectly complement the unsurpassed radio and record performance of these magnificent music instruments. You'll be pleasantly surprised at the moderate price tags too!

AT FINE MUSIC DEPARTMENTS
EVERYWHERE

MAJESTIC INTERNATIONAL CORP.

743 N. LaSalle Street, Chicago 10, Ill.
79 Washington Street, Brooklyn 1, N. Y.
Subsidiary of Wilcox-Gay Corp.

Manufacturers of RECORDIO Magnetic Tape Recorders



HOW TO BE A GOOD COOK IN 3 MINUTES!

1 pkg. **TEMPO** 1 egg 1 lb. **HAMBURG**
for a family size meat loaf, oven-ready in 3 minutes!
All the hard-to-prepare mixings deliciously blended.
At your food store or write HENRY THAYER CO., Cambridge, Mass.

The quick mix
for meat loaf is

TEMPO

**Miracle Dacron & Cotton
SHIRT**

Wash it! Wear it!
Needs no Ironing!

Wear it, wash it, hang it
up and wear it again. It's
the famous 65% Dacron
and 35% Egyptian cotton
blend that gives you
miracle wear the year
'round. Superbly tai-
lored with soft slotted
regular collar, regu-
lar cuffs, in white
and solid colors.



Makers of top value sport and
dress shirts
Vanguard SHIRT
CO., Inc.
1220 Broadway, New York 1, N. Y.

**NEW, INVISIBLE
HAIR TONIC!**

Revolutionary principle makes new
Beau Kreml hair tonic invisible!
You can't see it because it doesn't
plaster down your hair. Two special
ingredients—found only in Beau
Kreml—groom each hair individu-
ally so it falls into place with a natu-
ral look. Your hair stays neat all
day! Get invisible Beau Kreml now!

FREE!
Detailed, Illustrated
Brochure
WRITE TODAY
(Chicago Office)

JINGLES FOR BRITAIN CONTINUED

Betjeman. During the first five seconds or so, the image on the screen is enclosed in a shell-shaped ornament, and in the last five seconds a printed caption hints rather than blares that it might be advisable to use Shell if you decide to follow the poet's trail.

Firms less affluent and public-spirited than Shell have had to pack their message into more convenient form, though some go out of their way to make their bows to respectability. The script for a 15-second Churchman's No. 1 cigarettes, for example, contains the following instructions for setting the scene:

"Office of successful business man, distinguished looking man seated at desk, a man of drive and resourcefulness, who also conveys impression of sympathetic understanding. He is extremely well but quietly dressed. His desk is large and impressive. But it is neither showy nor pretentious. . . ." By the time the audience has digested all these items the camera closes in on the business man, who becomes aware of the million eyes fixed on him, smiles and thrusts a pack of cigarettes straight at them, saying in rich silky tones, "Have one of mine, they're Churchman's No. 1."

Another cigarette, Capstans, uses two famous writers, Dennis Norden and Frank Muir, who dress in outrageous Englishman costumes and employ what might be described as "reverse English." In a specimen commercial, they are seen greeting a football star named Bert Williams as he comes off the scene of his triumph. "You certainly know how to goal a save," says Norden. "You certainly do," adds Muir, "I reckon you reward a deserve." In unison they say, "Have a Williams Bert Capstan," offering Williams a Capstan. "Have a Muir Frank Capstan," says Norden, offering a Capstan to Muir. "Have a Norden Dennis Capstan," says Muir, offering a Capstan to Norden. "Have a Capstan everybody," Norden says to the audience.

Some critics believe that by this time nobody in the audience could possibly remember the name of the cigarette. But most commercials, whatever the prejudices of their makers in regard to British reticence, will in practice be found to be as abrupt and straightforward as their American counterparts, though perhaps less noisy.

The commercial for Spangles, a popular candy drop, is a series of animated cartoons made by the same company which produced the movie based on George Orwell's famous *Animal Farm*.

They set up amusing situations, such as Boy Scouts caught in the rain, but not many seconds of their half a minute have gone by when the message comes across: "Easy to open, easy to eat, Spangles are the favorite sweet. Offer your friends whenever you meet. Spangles—MMM—that's really a sweet."

Sunkap, an orange drink, is represented by Sukie Sunkap, an animated puppet, who cavorts and sings, to the tune of *Daisy*, a song that begins: "Sukie, Sukie, whose are those eyes of blue? . . ."

Other advertisers, avoiding all this artifice, try to establish natural events in a natural setting. The milk industry, for example, has a series of 15-second subjects representing famous athletes who come staggering into their dressing rooms after a hard match or bout and polish off a pint of milk, adding, "That is what I do after every game."

'Thou shalt not sponsor'

SUCH examples would suggest that within a year, accents apart, British commercials will be indistinguishable from the American variety. One vital difference, however, will remain between the two systems. On British TV there will be no Lux theaters; Groucho Marx will sell no De Sotos. The wording of the television act is unmistakable: thou shalt not sponsor. Advertisers do not buy or furnish programs, they only buy time. They may choose the peak hours of Wednesday night, say, but their commercial may be put anywhere in those hours—this Wednesday between the acts of a musical comedy, next Wednesday after a boxing match. The placing of the ad is entirely the responsibility of the program contractor.

So says the law, and so say people like Captain Brownrigg who are determined to uphold it. A certain advertiser came up to the captain and offered him one of the top American shows, absolutely free, if he could guarantee that the advertiser's commercials would appear at the beginning and end of the program. "He was shown to the door," says the captain curtly.

Others, however, may not be so scrupulous. Perhaps a big advertiser will find out that a particular program is going on at 8 o'clock. He will call up and ask if he can't put three minutes' worth of commercials in at 8 and 8:15 on Wednesday. "Sorry," comes the law-abiding answer, "you cannot buy a specific time like

CONTINUED



YOU'LL FIND THESE COLOR-HARMONIZED CLASSICS IN FINE STORES EVERYWHERE. SWEATERS SHOWN ABOUT \$16 A SET. ALSO IN STRAWBERRY WITH PINK, CHARCOAL WITH BANKER'S GREY, WOOD VIOLET WITH WISTERIA

THE SWEATERED LOOK

In softer, care-free ORLON, it transforms classics into costumes

REG. U. S. PAT. OFF.

This fall, fashion has revamped the sweater. Now it has more than a casual air—it's a Look. The Sweatered Look. And even classics feel the change. In luxuriously soft, care-free "Orlon"* they've blossomed forth in new combinations. For instance, slip-ons go with cardigans in the subtle color way you see here. And harmonizing skirts create a new kind of costume—equally at home in city or suburb.

Though "Orlon" acrylic fiber makes such sweaters extremely soft,

it's so practical to wear them often. They wash so easily. Just suds, rinse, roll in a towel. And lay them flat to dry. There's no blocking with Du Pont "Orlon". No moth problem, either. That's why you'll want to build your own wardrobe from the many smartly styled sweaters that make up The Sweatered Look in softer, care-free "Orlon".



BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

*"ORLON" is Du Pont's registered trade-mark for its acrylic fiber.

Du Pont makes fibers, not fabrics or garments.

New Hotpoint Roll-Out REFRIGERATOR-FREEZER

- ★ Eye-Level Refrigerator
- ★ Giant Freezer Below
- ★ Rolls Out for Easy Cleaning

THIS IS FOR YOU — the most practical, most convenient refrigerator-freezer ever built!

All-new design. Entirely different from conventional refrigerator-freezers, the Hotpoint EYE-HI has a big automatic-defrosting refrigerator *at the top*, where the foods you use most are always within easy reach. Never again must you constantly bend and stoop.

Two separate cold systems. Again unlike many conventional combinations, the Hotpoint EYE-HI brings you a *true* food freezer—with its own separate cold system, heavy six-side insulation and its own separate door with special *cold-seal* latch. And it's so large you can freeze and conveniently store 123 lbs. of food at one time!

Exclusive roll-out feature. Just release brake and your Hotpoint EYE-HI rolls out—for cleaning, waxing floor, decorating. Compare the EYE-HI with any other combination and discover *a new high in convenience!**

*Dealers are listed in most classified phone directories.



Harriet Nelson—co-star of Hotpoint's famous OZZIE & HARRIET TV program—back on the air Sept. 23rd!



Hotpoint Split Shelf—special slide-away feature quickly and easily converts from full-width shelf to provide extra height for large, bulky items such as hams, turkeys, etc.



Twin Crispers—provide ideal humidity, keep vegetables crisp, fresh. Extra large, porcelain finished. Rounded corners make cleaning extra easy. De luxe Spice Gold trim.



Hotpoint Dairy-Stor—includes egg shelf, thermostatically controlled Butter Bin, two Cheese Keepers and handy Ready-Foil Dispenser for wrapping foods for freezing.



True Food Freezer—has own separate cold system. Handy juice dispenser rack and frozen food rack in door plus convenient glide-out basket put all foods *out front*.



Hotpoint

FIRST WITH THE FINEST FOR 50 YEARS!

Ranges • Refrigerators • Dishwashers • Disposals®
Water Heaters • Food Freezers • Automatic Washers
Clothes Dryers • Air Conditioners

JINGLES FOR BRITAIN CONTINUED

that. You can buy three minutes between 8 and 10 and we will place them where we see fit."

"Perhaps if where you see fit isn't where I see fit, you may not have my account any more," says the advertiser.

"Perhaps we can fit you in at 8 and 8:15," says the other, and it is all arranged, between friends and with no infraction of the law. Then the advertiser starts worrying about the quality of the show going on at 8 and decides that a certain star, whose services he will be glad to furnish gratis, will help its popularity. In he goes, and so does sponsorship, through the back door.

It had better not be done too blatantly, however, for the ITA will also enforce the spirit of the law. In this, as in most other matters, the British will solve the problem with accustomed calm by letting things work out for themselves. As the fateful opening day rolled around, the only people showing any excitement were those who had a financial interest in the new enterprise: agents from America trying to peddle kinescopes of shows that ran in San Diego in 1948, animators, composers of incidental music, superannuated playwrights emptying their drawers on panicky script departments which have been ordered to build up backlogs of plays and are paying £1,000 apiece for them, sight unseen.

At the BBC, which can ill afford to lose the key technicians who have gone over to the new companies (there are embarrassing gaps between programs; the voice of the old gentleman showing off the tapestries in his ancient castle switches erratically from whisper to roar), the coming of competition has already brought benefits manifold. Though commercial TV seems to have all the big guns, BBC has money and experience. Plans are for expanding its programs, to fight hard for its audience. Among new BBC plans being seriously considered is a British version of the American quiz program, *The \$64,000 Question*—the BBC version paying possibly as much as £500 (\$1,400). At BBC morale has been considerably improved by the fact that the threat of competition has already forced the corporation to raise its employees' salaries out of the postal clerk category in which it could afford to keep them while it was a monopoly.

There is no lack of prophets on commercial TV's effect on Britain. Some say the new medium will spark a genuine commercial revolution: when, for example, every hair curler is snatched off the store shelves following the first Liberace program, it will stir up competition, break down trade restrictions, increase production, modernize merchandising and, in short, revive free enterprise. Not so, say others: by stimulating demand for consumer products at a time when the country must increase its exports it will unbalance the whole economy and weave old England's winding sheet.

The problem is academic, says a third school: local electricians are charging so much for converting sets to receive the new station that the average set owner will not be able to buy the products he sees advertised for months to come.

Sir Kenneth Clark, the distinguished art connoisseur who is chairman of the ITA board, looks with a dispassionate, scholarly eye into the future of the squalling, shapeless child whose growth he is to superintend: "I dare say," he predicts, "the first programs will please everybody very much, and then after a while they will displease everybody very much, and then a little later things will work out more or less to everybody's satisfaction. No, I don't think it will change the life of England. It will give all our lonely people, or people with no other resources, something more to look forward to. Of course that makes 70% of our population, so perhaps it is a big thing after all."



UNFINISHED HEADQUARTERS of the new industry clutters the sidewalk with building materials and benches which engage the interest of a passer-by.

Lay it away **now**

It's so much *wiser* to pick that Christmas Hamilton today while your jeweler's stock is complete and his store uncrowded! Choose unhurriedly, pleasantly, from all his exciting new models. And for a few dollars' deposit, your jeweler will gladly lay away your Hamilton till Christmas Eve.

IT MEANS SO MUCH MORE
TO GIVE...OR GET...A

Hamilton



*Provided original seal is restored if opened for service. Prices include Federal tax. Hamilton offers a complete selection of fine watches, including beautiful Hamilton Illinois models priced from \$33.95.



How to feel very rich for less than \$50

Foreign cars and ocean-going yachts excepted, we know of nothing whatever that produces such feelings of affluence and luxury as ownership of a case of good whiskey.

Best of all, there is absolutely no extra expense involved in this method of feeling wealthy. You can have a case of one of the country's finest and best-liked whiskeys—Imperial—for under \$50. Over the long haul, you'll be paying no more than if you bought Imperial bottle by bottle. Chances are, you'll be paying less.

And we can't think of a better time to have a case of Imperial handy than right now—at the start of the entertaining season. Why not order yours tomorrow?

BLENDED WHISKEY

86 PROOF • 30% STRAIGHT WHISKEY, 6 YEARS
OR MORE OLD • 70% GRAIN NEUTRAL SPIRITS.
HIRAM WALKER & SONS INC., PEORIA, ILL.

This is a **REEVES** *fabric*



It's Reeves Daeron and combed cotton poplin...the snugly woven, smart looking fabric that's perfect for outdoor sportswear. Exceptionally lightweight, and truly wrinkle-resistant. Zelan treated for durable water-repellency.

Here in the completely washable Blair jacket by



Jacket has Daeron and nylon quilted lining. Easy action sleeves and adjustable side- straps. In beige or charcoal, about \$25. For stores near you write B. W. Harris Mfg. Co., Park Square, 6th at Sibley Street, St. Paul 1, Minn.

Fabric by REEVES BROTHERS Inc., N. Y. 18, N. Y.



TOUCHED, Penney gets a gold watch from head of Foremost Dairies, company Penney helped found.

A Party for Penney

MERCHANT CELEBRATES A LIFE BY GOLDEN RULE

When he was 8 years old, J. C. (for Cash) Penney was called into his preacher-father's room and told that from that moment on he would have to earn the money to buy his own clothing. Jimmy bought a pig for \$2.50, collected garbage to feed it, finally sold out his pig holdings for \$60. Thus began the business career of the nation's most successful department store magnate (1,656 stores in 1955), who last week celebrated his 80th birthday with a \$7,500 party for 500 friends on his White Plains, N.Y. estate.

Penney opened his first store in 1902. He called it the Golden Rule Store after his favorite maxim—do for the customer what he would like to have done for him, at a reasonable price. At his party Penney's guests presented the triumphant tycoon with golden rulers in honor of his moneymaking motto.



ADMIRING GOLDEN RULER GIVEN HIM BY HIS NEW YORK OFFICE, J. C. PENNEY STANDS ON A PORCH



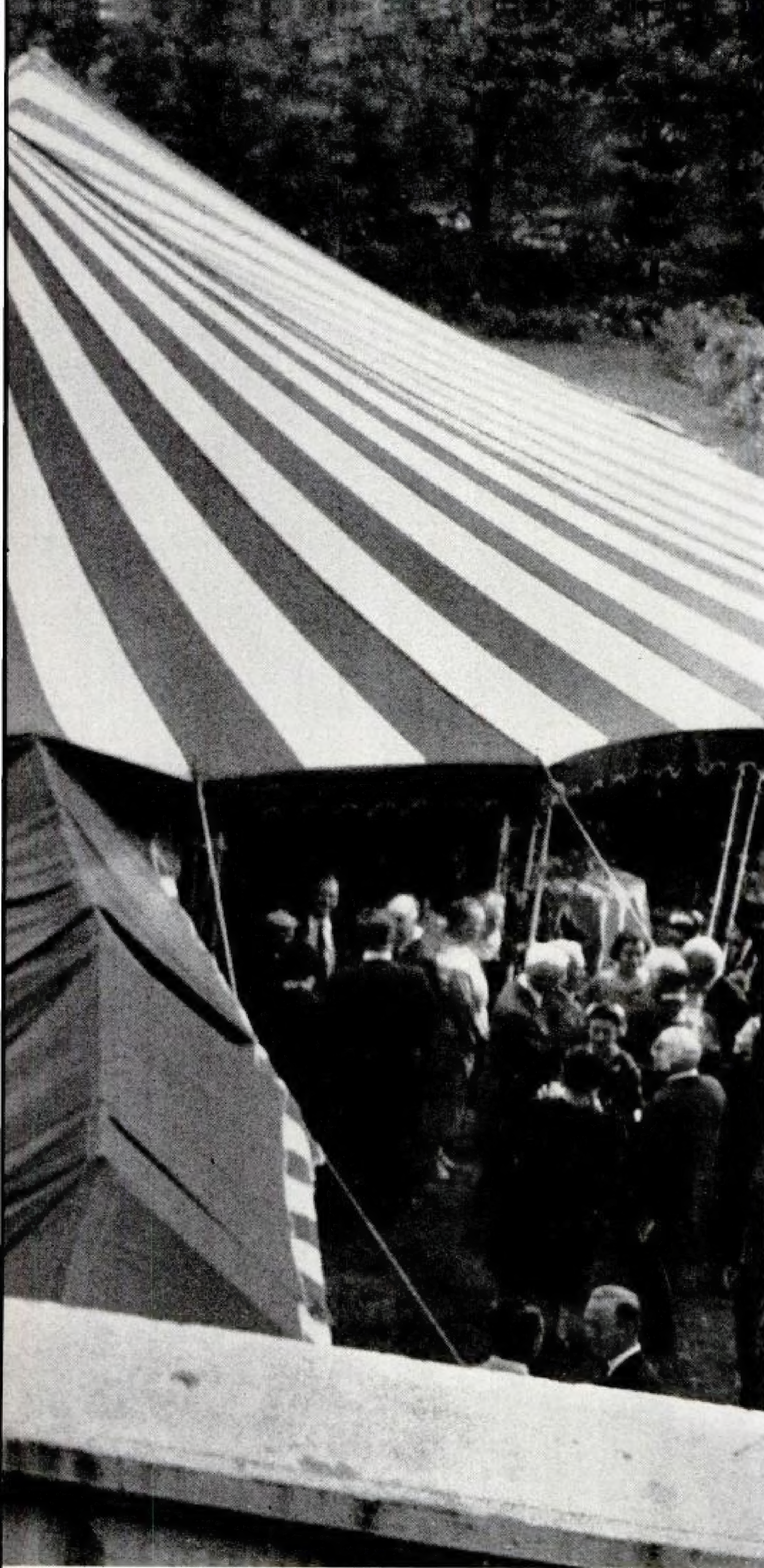
NOSTALGIC, Penney shares reminiscences and a few tears with Investment Banker Charles Merrill.



ACTIVE AT 80, Penney waltzes with his wife. He keeps in shape with long walks around his estate.



BIRTHDAY KISS came from oldest son Roswell Penney who flew up from Florida for father's party.

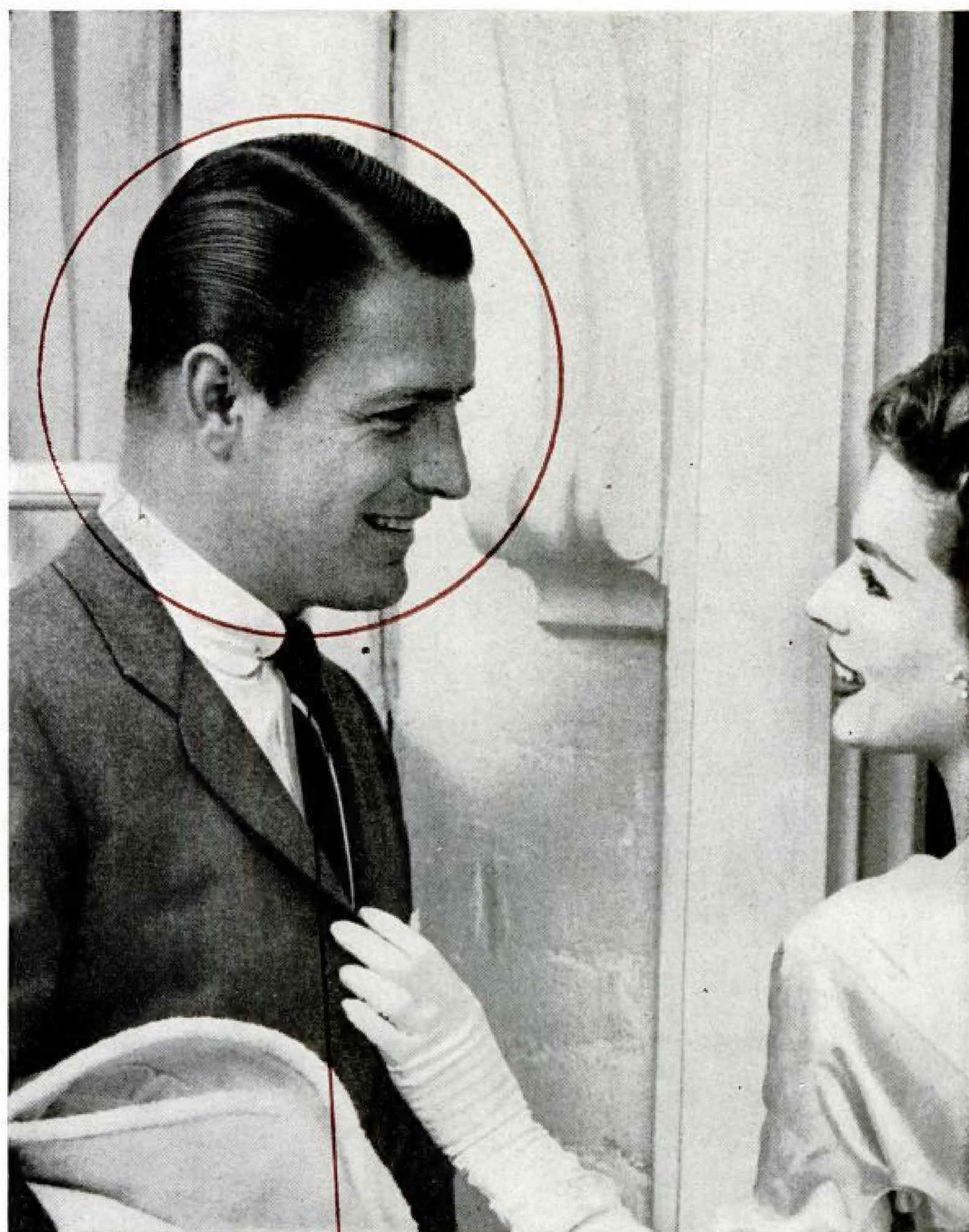


OVERLOOKING CANOPY WHERE 300 GUESTS WERE SERVED DINNER



BIRTHDAY REUNION found family together: at left, sons Kimball and Roswell; on right, Penney's wife between daughters Mary and Carol.

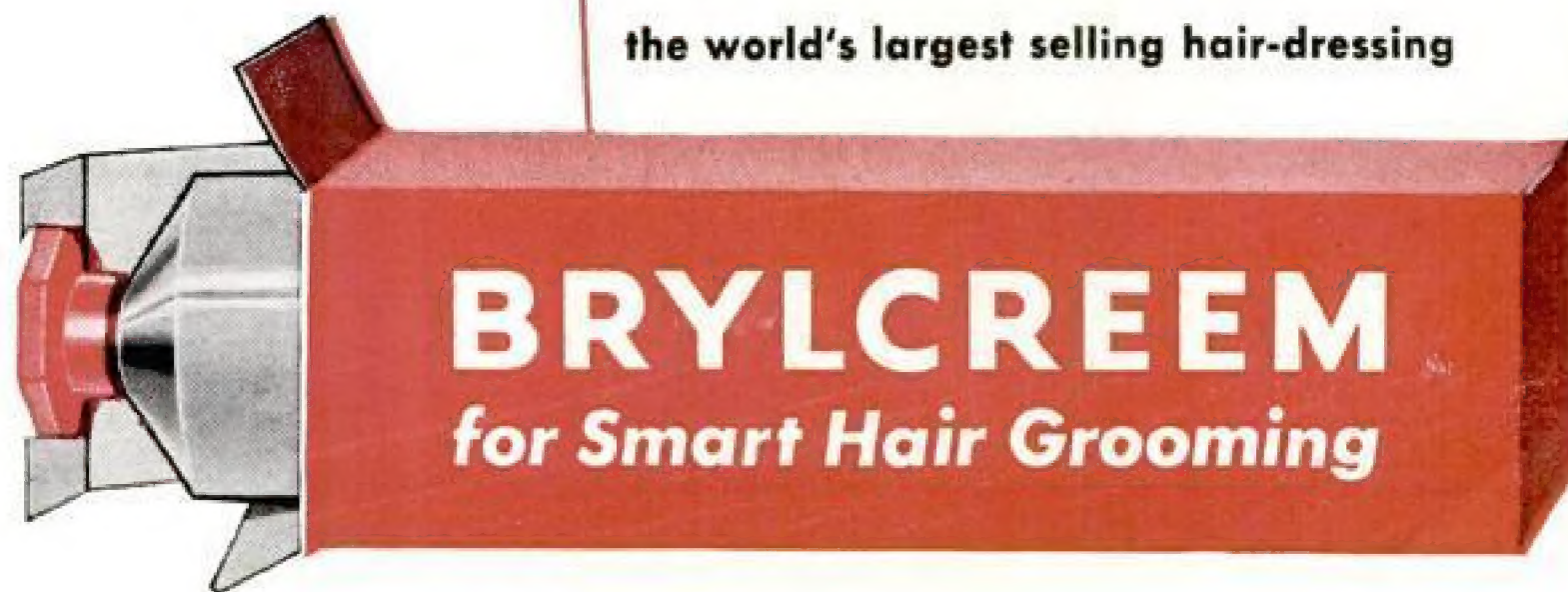
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

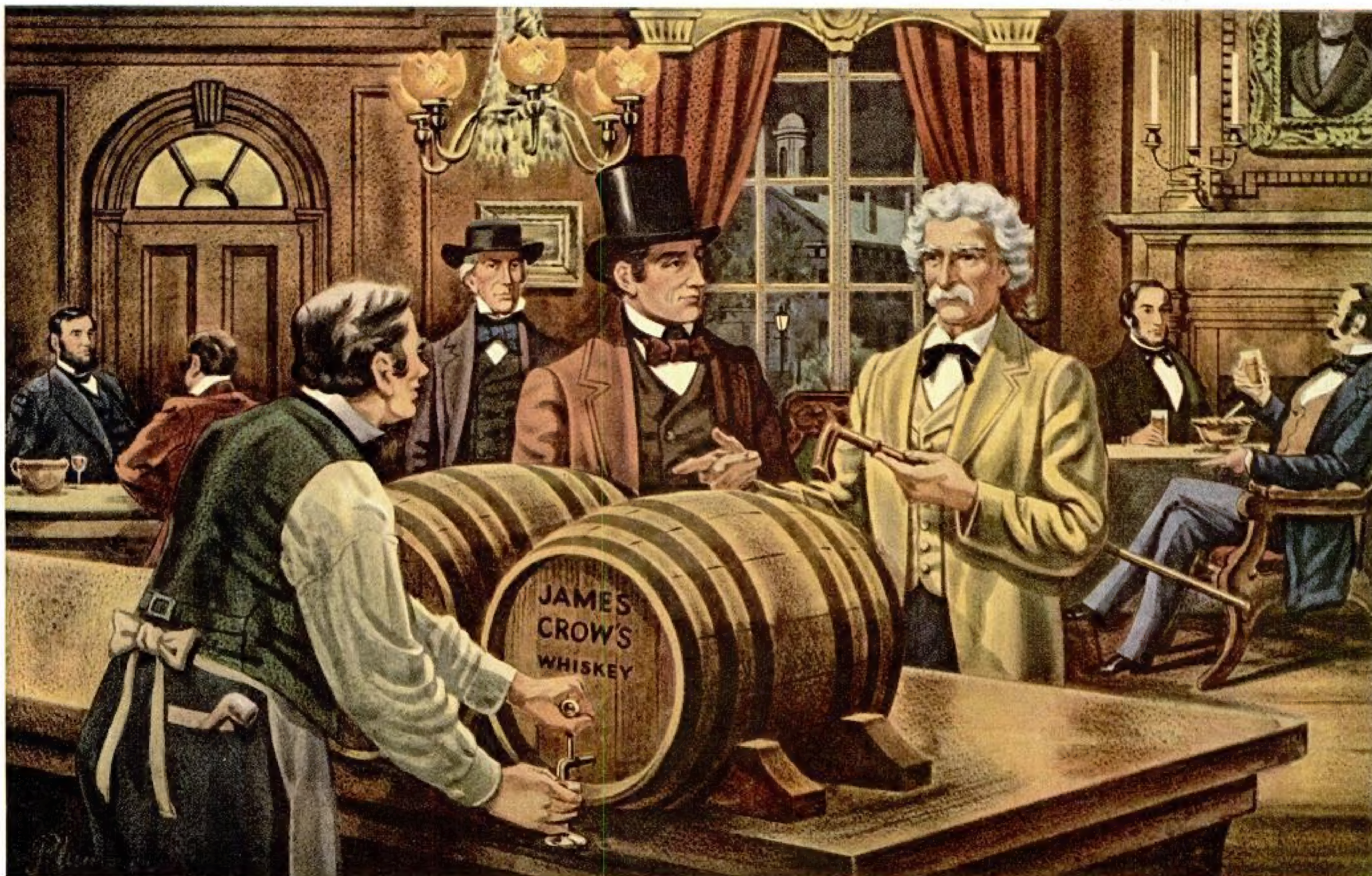
Not Greasy - Not Messy!



A PIG'S FEAT

In 25 years of pig-raising an Ontario janitor and part-time farmer named Henry Forget could not remember a queerer barnyard performance. When a 3-week-old female pig owned by Forget had its hind legs badly crushed by a careless mother sow, it appeared to be incurably crippled. But instead of wallowing helplessly, the little pig hoisted its disabled

hindquarters in the air and began tottering about on its two front feet. In order to keep from toppling over, it stuck its snout against the ground for perfect three-point balance. The acrobatic pig recently recovered the use of its injured hind legs. Now it limps a little but moves about on all fours, never reverting to its old three-point technique.



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